AUGUST 27, 1951

BROADCASTING TELECASTING

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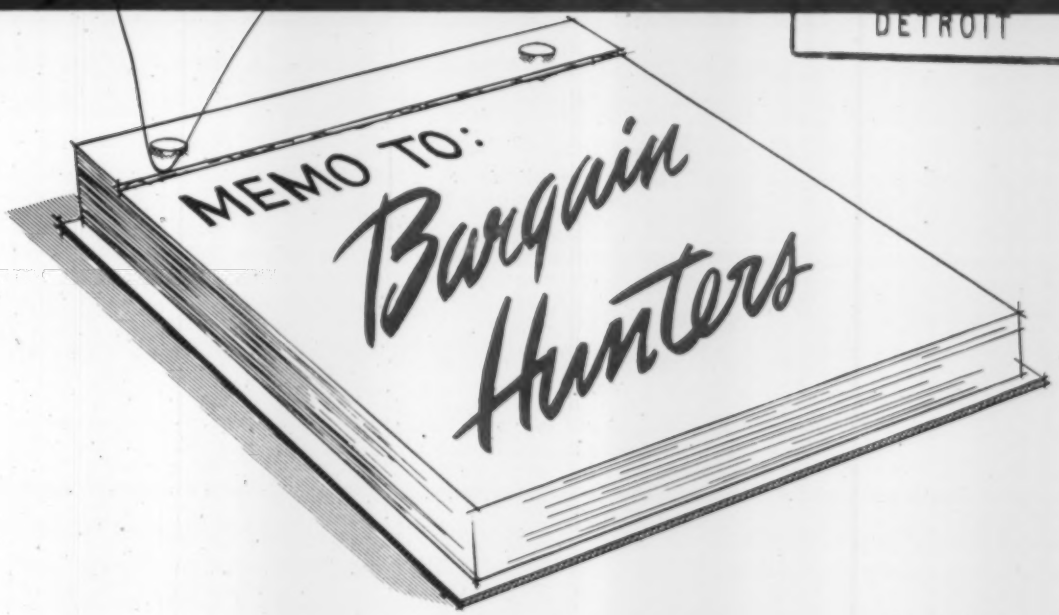


You don't have to hunt far in Baltimore for the biggest bargain buy. It's W-I-T-H—the BIG independent, with the BIG audience, and the LOW, LOW rates!

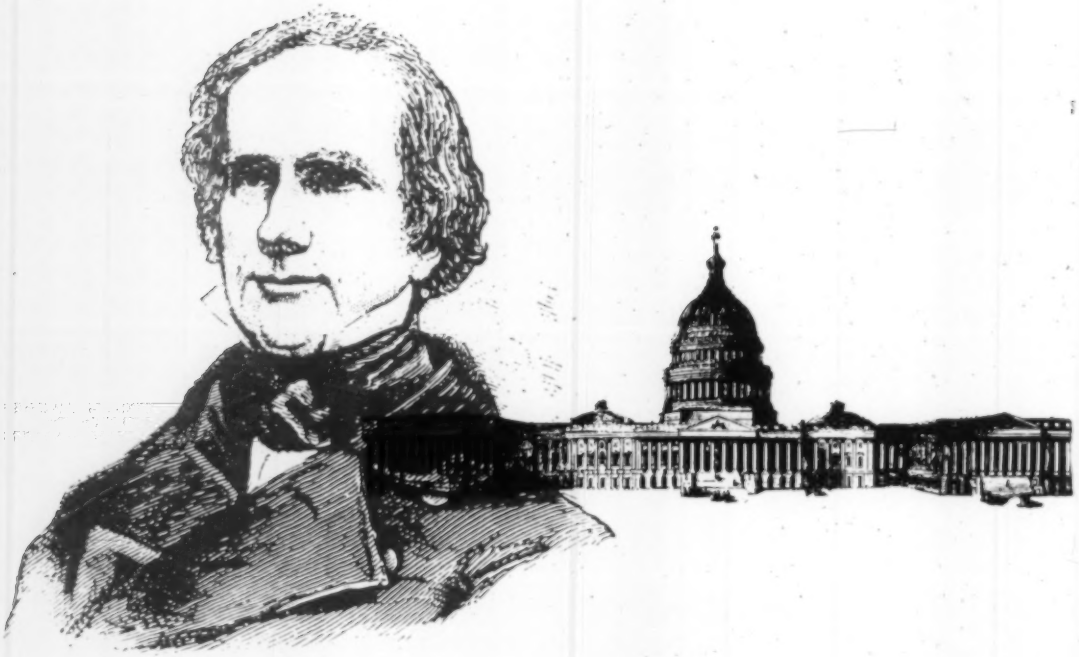
W-I-T-H regularly delivers more buying listeners-per-dollar than any other radio or television station in Baltimore. W-I-T-H regularly delivers better results—at lower cost.

So if you're a bargain hunter—if you want to do a BIG job in Baltimore for a little bit of money, see your Headley-Reed man and buy W-I-T-H. It's BALTIMORE'S BIGGEST BARGAIN BUY!

The Results station

W-I-T-H

BALTIMORE, MD.



"I would rather be right than president"

Statue of Henry Clay

Virginia-born Henry Clay, thrice nominated to be president, was willing to forego the highest honor in America for his convictions. Independence of thought and loyalty to principle has long been characteristic of the Virginian. The First Stations of Virginia (WMBG, WCOD-FM and WTVR-TV) profit by these qualities. The friendship and loyalty of listeners and viewers in the Old Dominion go all out for Havens and Martin sponsors.

WMBG AM **WCOD** FM

WTVR TV

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

Good independents' are taking the network audience in many markets.

but... We would like to know is there another Market were an Independent has more listeners than any of the four Networks?

WHIM

Does it in Providence all DAY long... all WEEK long...

	SHARE OF AUDIENCE*				
	WHIM	NET. A	NET. B	NET. C	NET. D
MON. THRU FRI. 8:00 A.M.-12:00 NOON	24.8	24.1	18.2	15.6	11.7
12:00 NOON - 6:00P.M.	30.6	25.1	8.9	13.3	11.0

*SOURCE HOOPER - JUNE - JULY, 1951

- No Baseball
- Is this BIG station on your list?

National Representatives

Headley-Reed Company

NEW YORK DETROIT PHILADELPHIA SAN FRANCISCO CHICAGO ATLANTA HOLLYWOOD NEW ORLEANS

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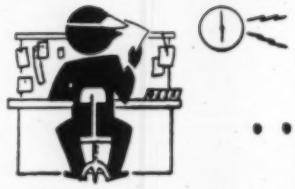
XUM

BROADCASTING TELECASTING



...at deadline

Closed Circuit

NEVILLE MILLER, former NAB president, former mayor of Louisville, and now senior member of Miller & Schroeder, Washington radio law firm, being considered by White House for high federal appointment. Although he has been mentioned for FCC chairmanship, in event vacancy occurs, that is not position now being negotiated. From unimpeachable sources, it's learned that Wayne Coy's departure is not imminent.

IT'S been kept undercover, but unofficial NARTB sampling of industry opinion showed one-third of stations wants some type of new coverage study to succeed three-year-old BMB figures; one-third is flatly against it, and other third doesn't care. Quiet study now being made to see if group of advertisers and/or agencies would be interested in financing evaluation of audience measurement techniques. Incidentally, formal dissolution papers for BMB were filed week ago.

VICK CHEMICAL CO. (Softskin hand cream), New York, looking for women's participation shows in 100 markets to start Oct. 1 through Morse International, New York.

DELAY BY FCC in considering $25 million ABC-United Paramount merger is causing consternation in quarters other than these two companies. CBS, which would acquire WBKB Chicago for $6 million in parlay, also is stymied on its Chicago plans. With only four TV stations in Chicago, it would be hard-pressed to find any other property available for purchase.

TIME INC. may sponsor on ABC, NBC hour-long telecast of Japanese peace treaty signing in San Francisco. Richfield Oil Co. may sponsor telecasts of all conference sessions on CBS-TV Pacific Coast hookup. Radio and TV coverage of all sessions except opening address of President Truman is open for sponsorship, but no signed contracts reported Friday evening.

BIG PUSH to boost TV sales this autumn and winter on part of manufacturers-distributors-dealers can be expected to bring appeals for promotional cooperation from TV stations. Set sellers got terrific charge from KSD-TV page ad in Aug. 5 *St. Louis Post-Dispatch*, and have some distributors and dealers talking of approaching all TV stations for similar efforts. One formula was suggested by National Appliance & Radio Dealers Assn. to dealer-members in its current "Appliance & Radio Dealers News": Get pictures of TV stars who will be appearing on air this fall from stations, use them for window displays, interior setups, advertising.

DRACKETT CO., Cincinnati (Windex), placing spot announcement campaign, basically radio with a few TV stations, in 35 markets starting Sept. 24 for 39 weeks. Young &

(Continued on page 94)

Upcoming

September NARTB District Meetings

Dist.	Date	Hotel	City
2	Sept. 10-11	Syracuse	Syracuse
8	Sept. 13-14	Book Cadillac	Detroit
9	Sept. 17-18	Moraine-on-the-Lake	Highland Park, Ill.

(More Upcomings on page 70)

Bulletins

SEN. ESTES KEFAUVER (D-Tenn.) Friday proposed adoption by Congress of "code of conduct" governing Congressional investigations and hearings and assuring full coverage opportunities to all news media, including radio and television, except in cases where witness proves to committee chairman that "devices annoy" him. It would be up to chairman to turn off annoying devices. Sen. Kefauver's proposals included in two joint resolutions which need both Senate and House approval to be put in effect.

NEW AGENCY FORMED BY EX-DUANE JONES MEN

FORMER OFFICERS and directors of the Duane Jones Co., New York agency [BROADCASTING • TELECASTING, Aug. 20], are planning to form an agency of their own with three major advertising accounts as a nucleus and with overall billing said to be between $4½ and $5 million. New agency will be known as Scheidler, Beck and Werner, composed of following and their accounts departing from Duane Jones: Joseph Scheidler, vice president and account executive, Manhattan Soap account; Joseph Beck, account executive, Borden Co., and Paul Werner, Hudson Pulp and Paper Co. Eugene Hulshizer, secretary of Duane Jones, is understood to be joining firm with C. F. Mueller account.

Robert Hayes, former president, and Don Gill, vice president, will reportedly either join new agency or form one of their own.

Manhattan Soap Co. currently sponsors *One Man's Family* on 63 NBC-TV stations, and Hudson Pulp and Paper Co. underwrites *Bride and Groom* twice weekly on CBS-TV.

Business Brief

REVLON BUYS BREAKS ● Revlon delible Cream Lipstick, N. Y., through liam H. Weintraub, N. Y., starting short paign using mostly chain breaks in se markets.

JOHNS-MANVILLE BUYING ● Manville Inc. (building materials), con ing sponsorship of TV programs for Sun Firm already airing *Bill Henry & New* MBS (8:55-9 p.m., Mon.-Fri.).

NEW P&G SERIAL ● Procter & G (Joy and Spic & Span) initiating new da dramatic serial *Search for Tomorrow* CBS-TV network, Mon.-Fri., 12:30-12:45 beginning Sept. 3. Agency: Biow Co., N

DINAH SHORE SIGNED ● Stokely- Camp Inc., has signed Dinah Shore fo *Little Show* NBC-TV, Tues. and Thurs., 7:45 p.m. to replace John Conte star either Nov. 20 or Nov. 27. Agency: Cal & Holden, Carlock, McClinton and Smith, York.

IRONRITE RENEWING ● Ironrite Mt. Clemens, Mich., renewing sponsorsh *Hollywood Screen Test* over ABC-TV, days, 7:30-8 p.m., for 52 weeks, effective Oc Three affiliates have been added to net list: WTVN (TV) Columbus, Ohio; KM (TV) Omaha, Nebr., and WFAA-TV Da Texas.

COMMUNICATIONS MEETIN

CONSISTENT WITH military plans to date communications planning for emerge second conference of major radio and TV works, communications carriers and wire s ices scheduled by Army Public Informa Division Aug. 30 at Pentagon, Washing Conference will discuss estimates of expe copy loads of radio and press in case tru breaks out and plans developed by commun tions companies to meet emergency. Ac ing to announcement of conference, issue Col. E. M. Kirby, chief, Radio-TV Branch Army Information, plans include Signal C furnishing such emergency assistance as sible.

District 4 Opposes Sale of Network Brea

NETWORK proposals to sell chain-break time and their slicing of radio rates drew wrath of NARTB District 4 members as first of annual district meeting series adjourned Friday at Roanoke, Va. (main story, page 23). Following up hot Thursday protests against rate cuts, members unanimously adopted resolution impressing on "all sources of program supply" need of stations to maintain economic stability.

District 4, traditional spawner of powerful protests, took equally violent stand against legislation sponsored by Sen. William Benton (D-Conn.). Benton measures would set up advisory board along censorship lines, limit TV licenses to one year and direct FCC to foster subscription broadcasting.

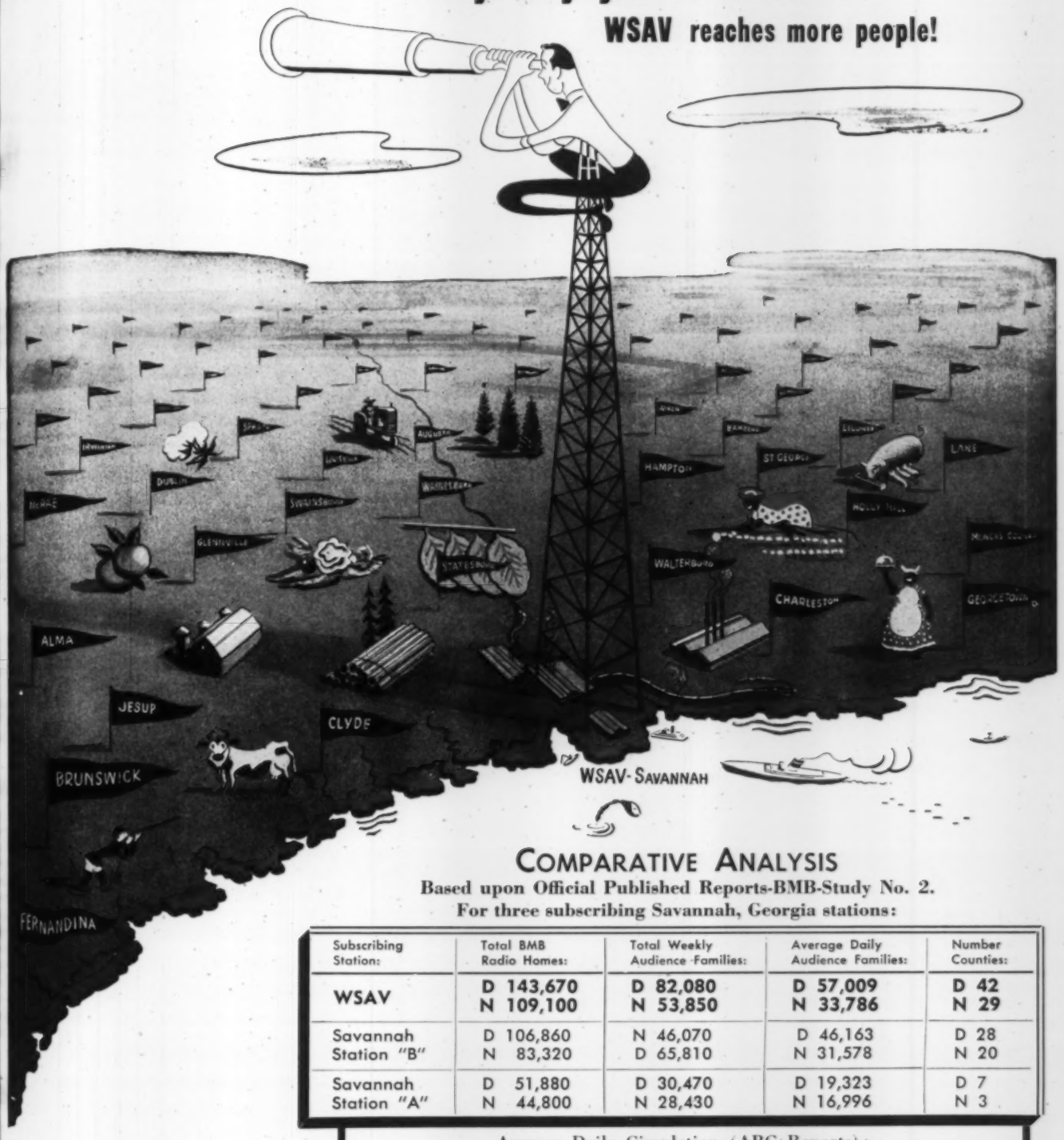
While resolution cracking network tactics was couched in general language, delega were openly resentful. Networks were minded radio set ownership has reached sat tion stage, with medium "indispensable of the American way of life." Resolution demned rate cuts, "Impingement upon signals heretofore recognized as within province of the individual station, or intro tion of practices which tend to dislocate gram structures, or any other acts which preciate the value of radio as an advert and public service medium."

Other resolutions lauded NARTB-R test markets plan to show value of FM (p page 93); commended NARTB board for vitalizing association under leadership

(Continued on page 94)

Any way you look at it

WSAV reaches more people!



COMPARATIVE ANALYSIS

Based upon Official Published Reports-BMB-Study No. 2.
For three subscribing Savannah, Georgia stations:

Subscribing Station:	Total BMB Radio Homes:	Total Weekly Audience Families:	Average Daily Audience Families:	Number Counties:
WSAV	**D 143,670** **N 109,100**	**D 82,080** **N 53,850**	**D 57,009** **N 33,786**	**D 42** **N 29**
Savannah Station "B"	D 106,860 N 83,320	N 46,070 D 65,810	D 46,163 N 31,578	D 28 N 20
Savannah Station "A"	D 51,880 N 44,800	D 30,470 N 28,430	D 19,323 N 16,996	D 7 N 3

Average Daily Circulation (ABC Reports):
Savannah Newspaper "M"—46,774 | Savannah Newspaper "E"—23,807

It's 630 in Savannah **WSAV**

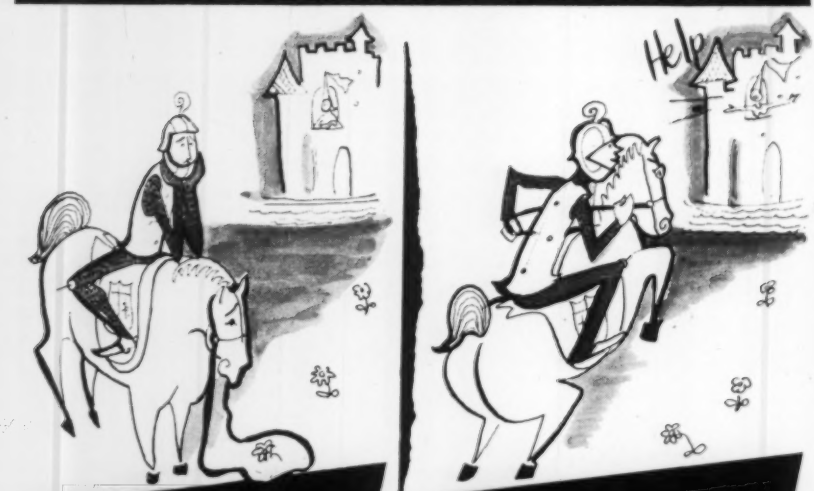
630 kc.
5,000 watts
Full Time

ABC AFFILIATE

Represented by Hollingbery

XUM

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

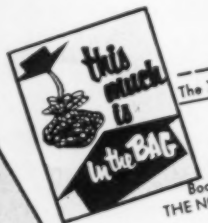


2 Markets

YES, EVER SINCE TIME BEGAN . . . (Way back when Knighthood was in flower) there have been 'Them WHAT HEARD' and 'Them WHAT SAW!. Today it has become possible to analyze to what degree that is so . . . THE FIGURES PROVE THAT (IN THE NORTHWEST) RADIO . . . and 'Them WHAT HEARD' . . . IS THE LARGER GROUP. In a recent, thorough investigation, Advertising Research Bureau (ARBI) interviewed scores of persons who shopped in ADVERTISED stores, LEARNED that 54.5% of these people got their information exclusively by listening and only 33.2% by reading.

54.5% RADIO
12.3% BOTH
33.2% NEWSPAPER

LET US PROVE IT!
Clip this coupon and receive the "Proof of Putting"



The XL Stations

Please send me your Booklet on "TWO MARKETS IN THE NORTHWEST"

Name .....
Business Address .....
City ..... State .....

The XL Stations

KXL KXLY KXLF
KXLL KXLJ KXLK KXLQ

Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISIO
Published Weekly by Broadcasting Publications, I
Executive, Editorial, Advertising and Circulation Of
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1**

IN THIS BROADCASTING . . .

Rate Cut Resentment Flares at Roanoke
All-Out Radio Promotion Planned by BAB, World
Disc Programs Boom AM in the A. M.
More Stations in Black During 1950
John Blair & Co Realigns
More CBS Changes Announced
Station Penalties Mulled by Congress
Senate May Open Gambling Hearings
New Date Set for Hennock Hearing
Radio's Low Cost Cited at VAB Meeting

TELECASTING Starts on Page 59

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-4*, James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

IN MID-PENNSYLVANIA MORE PEOPLE

LISTEN TO

WORK

YORK, PENNSYLVANIA

Rated as the number one station in this extensive mid-Pennsylvania area (Conlan and BMB), its recent power increase to 5,000 watts and far wider coverage is fast pushing it to an all-time high in popularity. Add to this the above-average population growth in this area (1950 Census figures) and the fact that **rates have not increased.** The result is a terrific sales opportunity for advertisers. Write now for information.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

CBS AFFILIATE

WORK York, Penna. 5000 Watts — Day 1000 Watts — Night

Est. 1932

A STEINMAN STATION

XUM

COMPARATIVE NETWORK SHOWSHEET

EVENING

	SUNDAY			
	ABC	CBS	MBS	NBC
6:00 PM	Drew Pearson (273) R*	How To—	Quaker Challenge of the Yukon	You Can't Take It With You S
6:15	Seeman Bros. Mon. Headlines (263) R	"	"	"
6:30	Q.E.D. S	My Friend Irma	Nick Carter	Adventures of Archie Andrews S
6:45	"	"	(6:55-7) Murine Cedric Foster	"
7:00	Adam's Playroom S	Amer. Tob. Co. Guy Lombardo Time (191) R	Kellogg Wild Bill Hickok 7-7:25	The Quiz Kids S
7:15	"	"	" News	"
7:30	Ted Mack Family Hour S	Fiesta	Affairs of Peter Salem	TBA
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola Mario Lanza Show (193)	Singing Marshall	RCA Harris & Faye (168)
8:15	Stop the Music S	"	"	"
8:30	American Chicle Stop the Music (171)	Philip Morris Horace Heidt (179)	Enchanted Hour	U. S. Steel NBC Symphony
8:45	Lorillard Stop the Music (198)	"	"	"
9:00	Warner-Hudnut Walter Winchell (291)	Elec. Cos. Cariss Archer (173)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (235)	"	"	"
9:30	Dr. Gino S	Carnation Co. Contented Hour (181)	Everett Holles News	Mr. Moto S
9:45	"	"	War Review	"
10:00	Burton Dixie Corp., Paul Harvey (119)	Music For You	This Is Europe	$64 Question *OT
10:15	Gloria Parker Show S	"	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer Symphonette (148)	Solway String Quartet	American Forum of the Air S
10:45	My Lucky Stars S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Elmer Roper	Music	Clifton Utley

	MONDAY			
	ABC	CBS	MBS	NBC
	Not in Service Mon-Fri. 6-7 p.m.	Metro Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
	Co-op Headline Edition	No Network	"	"
	Co-op Elmer Davis	P&G Ivory Lowell Thomas (101)	"	Sun Oil Co 3-Star Extra (34)
	General Mills Lone Ranger (145) R	Campbell Soup Club 15 (154) R	Beltone Gabriel Heatter (302)	Miles Labs News of World (158)
	"	Am. Oil-Hamm. Ed. R. Morrow (103)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (155) H R
	Man From Homicide S	Elec. Auto-Lite Suspense (179) R	Hashknife Hartley	AA of RR's Railroad Hour (171)
	"	"	"	"
	General Motors Henry Taylor	Lever-Lipton Godfrey Talent Scouts (159) R	8:30-8:55 Crime Fighters	Firestone Voice of Firestone (140)
	World Wide Flashes S	"	"	"
	United or Not S	Lever—Lux Lux Radio Theatre (170)	Murder By Experts S	Bell Telephone Telephone Hour (168) R
	"	"	"	"
	Ghost Stories S	"	Co-op War Front—Home Front	Cities Service Band of America (97) N
	"	"	"	"
	Latin Quarter S	R. J. Reynolds Bob Hawk Show (172)	A. F. of L. Frank Edwards (113)	Boston "Pops" Orchestra *OT
	"	"	I Love A Mystery	"
	Sterling Drug News (207)	Phillips Petro Rex Allen Show (67)	Bands For Bonds	OT
	Dream Harbor S	Robt. Q. Lewis Waxworks	"	"
	Band S	News	Co-op Baukhage Talking	News from NBC
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World

	TUESDAY			
	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
	"	You and the World S	"	No Network Service 6:15-6:45
	"	No Network	"	"
	"	P&G—Ivory Lowell Thomas (101)	"	Sun Oil Co 3-Star Extra (33)
	Co-op Headline Edition	P&G, Oxy., Lava, Dreft—Buelah (122) R	Fulton Lewis Jr. (324)	Pure Oil Co. News Time (29)
	Co-op Elmer Davis	P&G—Tide Jack Smith Show (147) R	Dinner Date	No Network Service
	General Mills Mr Mercury	Campbell Soup Club 15 (154) R	Personna Blades Gabriel Heatter	Miles Labs. News of World (158)
	"	Am. Oil-Hamm. Ed. R. Morrow (103)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (155) H R
	Chance of a Lifetime S	Operation Danger	Count of Monte Cristo S	DuPont Cavalcade of America (155)
	Black Night S	C-P-P Shampoo, Shave Cream Mr.&Mrs. North (152) R	Official Detective S	Dangerous Assignment
	"	"	"	"
	Co-op Town Meeting	Wm. Wrigley Life of Luigi (179)	John Steele Adventurer	It's Higgins, Sir
	"	"	"	"
	Sterling Drug News (207)	Robt. Q. Lewis Waxworks	Dance Orchestra	Philip Morris Bickersons (167)
	Dream Harbor S	"	"	"
	Band S	News	Co-op Baukhage T-lking	News from NBC
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World

	WED	
	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jackson (22)
	"	"
	"	"
	Co-op Headline Edition	P&G, Oxy., Lava, Dreft—Buelah (122) R
	Co-op Elmer Davis	P&G—Tide Jack Smith Show (147) R
	General Mills Lone Ranger (145)	Campbell Soup Club 15 (154) R
	"	Am. Oil-Hamm. Ed. R. Morrow (103)
	Bob Barkley American Agent S	Mr. Chance
	"	"
	Jack Smart Show S (eff. 9 19)	Channing Dr. Christian (114)
	"	"
	Co-op Roque's Gallery	Writers Inc. Hearthstone
	"	(175)
	Co-op Mr. President	Yours Truly Johnny Dollar
	"	"
	Lawrence Welk S	Blue Ribbon Boxing (64)
	"	"
	Sterling Drug News (207)	"
	Dream Harbor S	"
	Band S	News
	Sports Report S	Dance Orchestra

DAYTIME

	SUNDAY			
	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album S	Keyboard Concerts	Elder Michaux Happiness Hour	Co-op World News Leon Pearson
9:15	"	News S	"	We Hold These Truths
9:30	Voice of Prophecy, V&P Inc. (105)	E. Power Biggs	Christian Ref. Church Back to God	We Remember (9:30-10 Spl)
9:45	"	"	"	Hudson Coal D&H Miners Spl (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (310)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (322)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Hillman	Faultless Starch Time (53) Spl
11:15	"	"	Dixie 4 Quartet	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning S	N'western U Review S	UN Is My Beat S
11:45	"	"	"	Carnival of Books
12:00 N	News S	People's Platform	College Choirs	America United S
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	The Eternal Light S
12:45	"	Richfield C. Collingwood (35)	Dawn Bible Frank & Ernest	"
1:00	San Francisco Sketch Book (eff. 9. 16) S	Book Assoc. Talks (63)	Capehart-Farnsworth—News Vandeventer	Yesterday, Today & Tomorrow S
1:15	"	String Serenade	Organ Moods	"

	MONDAY - FRIDAY			
	ABC	CBS	MBS	NBC
	General Foods Breakfast Club (261) R S	Co-op News	Co-op Robt Hurleigh	Skelly Oil News (27)
	Swift & Co. Breakfast Club (316) R	Barnyard Follies S	Co-op Tell Your Neighbor	No Network Service
	"	"	Harmony Rangers	"
	Philco Corp. Breakfast Club (290)	"	"	"
	Sterling Drug My True Story (216) R	Toni-Reid-Murdock, A Godfrey (170) R	Co-op Cecil Brown (93)	P&G, Welcome Travelers (142)
	"	Lever-Rinso Arthur Godfrey (174) R	Faith Our Time S*	"
	General Mills Betty Crocker (202) R	Pillsbury, Godfrey (183) R	Dixieland Breakfast Club	Swift & Co* Red Foley Show (43) Spl
	Philip Morris Modern Romances (228)	National Biscuit Arthur Godfrey (134) R	"	Campbell 10:30-11 Double or Nothing (132)
	The Romance of Evelyn Winters (148) S	Liggett & Myers Arthur Godfrey (191) R	Co-op Ladies Fair	Bristol Myers Break the Bank (167) M-W-F
	When a Girl Marries S	"	"	(T-Th. S)
	Bristo-Myers Break the Bank (MWF)	Contnl. Baking Grand Slam (48)	Lorillard-Kraft* Queen for A Day	Prudential Ins Jack Berch (141)
	"	P&G Ivory Snow Rosemary (134)	"	Armour Dial Dave Garroway (166)
	Prudential The Jack Berch Show S	General Foods Wendy Warren (151)	Miles Labs Curt Massey Time	No Network Service
	Serutan Arthur Van Horn	Lever Bros. Aunt Jenny (139)	Lanny Ross S*	Pickens Party S
	Not in Service	Whitehall Helen Trent (167)	Miscellaneous Program	No Network Service
	"	Whitehall Our Gal Sunday (161)	Bob Poole Show	Songs by Eve Young S
	Co-op Paul Harvey	P&G Ivory, Spic & Span, Big Sister (144)	Co-op Cedric Foster	Hometowners S
	Co-op Ted Malone	P&G Oxydol Ma Perkins	Luncheon with Lopez	Pickens Party Rel

	SATURDAY			
	ABC	CBS	MBS	NBC
1:30 PM	Co-op No School Today	Co-op News	(Network Opens 10 a m)	Coffee in Washington S
1:45	" S	Barnyard Follies S	"	"
2:00	"	"	"	Brown Shoe (124) Smilin' Ed McConnell
2:15	"	Garden Gate	"	"
2:30	No School Today Block Drug 10-10:15	Lee Kolton Orchestra (153)	Miscellaneous Program S	Mind Your Manners
2:45	No School Today	Galen Drake *	"	"
3:00	"	Make Way Youth	Leslie Nichols	Pet Milk Mary Lee Taylor (151)
3:15	"	" *	Helen Hall	"
3:30	Junior Junction S	Cream of Wheat Let's Pretend (153)*	Mert's Record Adventures	Hollywood Love Story
3:45	"	"	"	"
4:00	Journey Into Jazz S	TBA	TBA	My Secret Story S
4:15	"	"	"	"
4:30	101 Ranch Boys S	Armstrong Cork Theatre of Today (181)	Quaker Man on the Farm	Barrioult Washington News
4:45	"	"	"	Public Affairs S
5:00	American Farmer S	Pillsbury Mills Grand. Con. Sta. (155)	Georgia Crackers	US Marine Band
5:15	"	"	"	"
5:30	Navy Hour S	Armour Stars Over Hollywood (183)	Soldier's Serenade	Allis-Chalmers Natl Farm & H Hour (168)
5:45 PM	"	"	Jerry & Sky S	"

	WED	
	ABC	CBS
	National Vespers S	
	"	
	Goodwill Inc Back to the Bible	
	"	
	Concert of Europe (eff. 9. 9) S	
	"	
	This Week Around the World S	
	Bill Shadel News	
	L. Treanor News	
	Starlight Melodies	
	Dr. Billy Graham Hour of Decision	
	"	
	Gospel Singing Old-Fashioned Revival Hr. S	
	Rev. Stevens Show	
	"	
	Sunday at the Chase	
	"	
	Symposium Piano	
	"	
	Bands Makers	
	"	

BROADCASTING

...ING — FOR SEPTEMBER 1951

SUNDAY			THURSDAY				FRIDAY				SATURDAY				
MBS	NBC		ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Repeat of Kid Strips	News Bob Warren S		Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Regw Rooner Trio S	Morton Salt Visitin' Time (6)	Harmony Rangers	Bob Warren News	6:00 PM
"	No Network Service 6:15-6:45		"	You and the World S	"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	Una May Carlisle S	"	"	Earl Godwin's Washington	6:15
"	"		"	No Network	"	"	"	No Network	"	"	Harry Wismer S	Dr. Pepper Sports Roundup (47)	Organ Music	NBC Symphony Orchestra	6:30
"	Sun Oil Co 3-Star Extra (34)		"	P&G—Ivory Lowell Thomas (101)	"	Sun Oil Co 3-Star Extra (32)	"	P&G—Ivory Lowell Thomas (101)	"	Sun Oil Co 3-Star Extra (33)	Labor-Management S	Richfield L. Leseuer (35)	"	"	6:45
...ton Lewis Jr. (324)	Pure Oil Co. News Time (34)		Co-op Headline Edition	P&G, Oxy., Lava, Dreft—Buelah (122) R	Fulton Lewis Jr (324)	Pure Oil Co. News Time (30)	Co-op Headline Edition	P&G, Oxy., Lava, Dreft—Buelah (122) R	Fulton Lewis Jr (324)	Pure Oil Co. News Time (33)	Labor-Management S	Dance Orchestra	Co-op Al Helfer	"	7:00
Dinner Date	No Network Service		Co-op Elmer Davis	P&G—Tide Jack Smith Show (147) R	Dinner Date	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (147) R	Dinner Date	No Network Service	Co-op Bert Andrews	"	Twin Views of the News	"	7:15
Gabriel Heatter	Miles Labs News of World (158)		General Mills Silver Eagle S.B.I. (162)	Campbell Soup Club 15 (154) R	VCA Labs Inc. Gabriel Heatter	Miles Labs News of World (159)	General Mills Lone Ranger (145)	Campbell Soup Club 15 (154) R	Pearson Pharm Co Gabriel Heatter	Miles Labs. News of World (159)	Space Patrol S	Tropical Trip	Comedy of Errors (7:30-7:50)	"	7:30
Co-op Mutual Newsreel	Miles Labs One Man's Fam (155) H R		"	Am. Oil-Hamm. Ed. R. Murrow (103)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (156) H R	"	Am. Oil-Hamm. Ed. R. Murrow (103)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (156) H R	"	"	7:50-8 State Farm Auto Ins Co., C. Brown	"	7:45
The Hidden Truth S	Pete Kelly's Blues		Newsland Theatre Players S	Wildroot F.B.I. (149) R	California Caravan S	General Foods Father Knows Best (156)	Defense Attorney S	Spade Cooley Show	Magazine Theatre	Man Called "X" S	Dancing Party S	Wrigley Gene Autry (176)	20 Questions	RCA, Musical Merry-go-Round (167)	8:00
"	"		"	"	"	"	"	"	"	"	"	"	"	"	8:15
International Airport	Kraft Gildersleeve (135)		Hollywood Star Playhouse	Hall Bros. Hallmark Playhouse (174) R	Pal Blades Rod & Gun Club (133)	Dimension "X"	Equitable Life This Your FBI (286) R	"	Dance Orchestra	Nightbeat S	"	General Foods Hopalong Cassidy (eff. 9 22)	Take a Number	Magnificent Montague *OT	8:30
"	"		"	"	"	"	"	"	"	"	"	"	"	"	8:45
2,000 Plus S	DeSoto Plym'th Dealers, It Pays To Be Ignorant (157)		O'd Gold Orig. Amateur Hour (232)	The Lineup	True or False	L&M Fatima Dragnet (167) R	Heinz Ozzie & Harriet (eff. 9 28)	Rayburn and Finch Show	Armed Forces Review	Inspector Thorne S	"	General Foods Gangbusters (Start 9 22) (152)	Hawaii Calls	TBA	9:00
"	"		"	"	"	"	"	"	"	"	"	"	"	"	9:15
Family Theatre S	Am Cig & Cig The Big Story (174)		"	Nation's Nightmare	Co-op Reporter's Roundup	Gulf Refining Counterspy (118)	Bristol-Myers Mr District Attorney (eff. 9 21)	"	Time For A Song	Mr. Keen Tracer of Lost Persons *OT	"	Broadway Is My Beat	Lombardoland U.S.A. S	Bob & Ray Show	9:30
"	"		Foreign Reporter S	"	"	"	"	"	"	"	"	"	"	"	9:45
A F of L Frank Edwards (122)	TBA		Operation Dixie	Dance Orchestra	A F of L Frank Edwards (23)	Amer. Tob. Co. Your Hit Parade (168)	Gillette Fights (eff. 9 7)	TBA	A F of L Frank Edwards (133)	Roy Shield & Co. S	Saturday at Shamrock S	Carter Prod. Songs for Sale (124)	Chicago Theatre of the Air S	"	10:00
I Love A Mystery	"		"	"	I Love A Mystery	"	"	"	I Love A Mystery	"	"	Songs for Sale	"	TBA	10:15
Dance Orchestra S	RCA Meredith Willson (165)		Sterling Drug News (207)	"	Dance Orchestra	TBA	"	Robt. Q. Lewis Waxworks	Dance Orchestra	On the Spot	Dixieland Jam-Bake S	Sterling Songs for Sale (Start 9 15) (134)	"	R J Reynolds Grand Ole Opry (162)	10:30
"	"		Dream Harbor S	"	"	"	"	"	"	Pro & Con S	New Yorkers S	"	"	"	10:45
Co-op Baukhage Talking	News from NBC		Band S	News	Co-op Baukhage Talking	News from NBC	Band S	News	Co-op Baukhage Talking	News from NBC	News	News	News	News from NBC	11:00
U.N. Highlights	News of the World		Sports Report S	Dance Orchestra	U.N. Highlights	News of the World	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World	Hoirl Roosevelt (LA)	Dance Orchestra	Dance Orchestra	Silver Jubilee	11:15 PM

...TIME

SUNDAY			MONDAY - FRIDAY				SATURDAY			
CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Your Invitation to Music	Lutheran Hour (Lutheran)	U of Chicago Roundtable	Gems For Thought	P&G Crisco Dr. Malone (145)	Luncheon with Lopez	Co-op News George Hicks S	Luncheon With Lopez	Toni Co. Alias Jane Doe (151)	Dance Orchestra	Rio Rhythms
"	"	"	Not in Service	P&G Duz Guiding Light (150)	Harvey Harding Sings	Songs by Eve Young—Repeat	"	"	"	"
"	Report from Pentagon	The Catholic Hour	Co-op M. M. McBride	GF-Swensdown Mrs. Burton (75)	From the Windy City	Campbell Soup Double or Nothing (130	Music of Today S	Hormel & Co. Music with H. Girls (115)	Dunn on Discs	Musicana
"	Co-op Bill Cunningham	"	"	P&G Tide Perry Mason (152)	"	"	"	"	"	"
"	Top Tunes with Trendler	Mutual Benefit Ins., Bob Considine (162)	News S	Toni Co. Nora Drake (158)	Say It with Music	General Mills Live Like A Millionaire (74)	Happy Hayloft S	The Chicagoans	"	Slim Bryant & His Wildcats
"	"	The Girl From Paris	Frances Scully S	P&G Ivory Fl. Brighter Day (127)	"	Amer. Tob. Co Banghart 2:55	"	"	"	"
Bill Shadel News	Bandstand U.S.A.	Hormel, Music with the Hormel Girls (45)	Family Circle S	Miles Labs. Hilltop House (141)	Co-op Poole's Paradise	P&G Life-Beautiful (154)	Pan American Union	Farm News	Caribbean Crossroads	TBA
L. Leseur News	"	"	"	Col.-Palm.-Peet Kings Row (50) R	"	P&G Road of Life (154)	"	Adv. in Science	"	TBA
Starlight Melodies	Air Force Hour	Am Dairy Assn. David Lawrence (167)	"	Pillsbury House Party (157)*	"	P&G Pepper Young (158)	Roseland Ballroom S	Report From Overseas	Bands for Bonds	US Army Band
"	"	Belmont Radio John C. Swayze (139)	"	"	"	P&G Right to Happiness (155)	"	Dance Orchestra	"	"
...ew Stevens Show	Bobby Benson	The Saint S	Dean Cameron S	Col.-Palm.-Peet Strike It Rich (141) R	Miscellaneous Programs	P&G Backstage Wife (142)	Marines In Review S	Stan Daugherty Orchestra	Sports Parade S	TBA
"	"	"	Altar Bound S	"	Tu. 5-5:30 Challenge of the Yukon S	Sterling Drug Stella Dallas (147)	"	Horse Racing	"	"
Sunday at the Chase	Under Arrest	U S Tobacco Martin Kane (167)	The Perfect Husband Co-op	Treasury Bandstand	B&B Chucklewagon 4:30-5	Sterling Drug Y Widder Brown (147)	Concert of American Jazz S	Cross-Section USA	Bandstand U.S.A.	Summer for Orchestra
"	"	"	"	4:55-5 News	Mert's Record Adventures M-W-F 5-5:30	Manhtn. Soap Woman in my House (168)	"	"	"	"
...nsception Place	The Shadow S	The Whisperer S	Big Jon & Sparkie S	Tu Music You Know M. W	Quaker Chall. of Yukon Thurs. 5-5:30	Whitehall Just Plain Bill (137)	News S	Radio Reporter's Scratchpad	TBA	Speak for Yourself
"	"	"	"	The Chicagoans Th-F St. Louis Mat.	5:30-5:55 Tu. & Th., Derby Sky King	Whitehall Front Page Farrell (134)	Horse Racing	Treasury Bandstand	"	"
Range Riders	Williamson True Detective Mysteries (487)	Now Hear This S	Fun Factory S	Top Tune Time	5:30-5:55 MWF Kellogg Clyde Beatty	P&G Lorenzo Jones (42)	Vacation Time	Dance Orchestra	"	Big City Serenade
"	"	"	"	Miles Labs. Curt Massey Time (145) R	"	Bob & Roy	Club Aluminum Club Time (39)	"	"	"

Explanatory: Listings in order: Sponsor and name of program, number of episode, time segment; R rebroadcast; S sustaining; TBA to be announced. Time EDT.

ABC

8:50-9 AM Mon.-Fri., Philip Morris, One Man's Opinion, 200 stations.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS

8:30-9:15 AM Sun., General Foods, Sunday Morning Gatherin', 107 stas.
8:30-8:45 AM M-F, General Foods, Renfro Valley Country Store, 68.
10:25-30 AM Sat., Economic Labs, Galen Drake, 179 stations.
11-11:05 AM Sat., Campana Sales Co. Bill Shadel News, 178 stations.
3:55-4 PM Mon.-Fri., Pillsbury, Galen Drake, 184 stations.
5:55-6 PM Sun., American Safety Razor Corp., Edw. P. Morgan, 148 stas.
12:55 PM Sat., Pillsbury Mills, Cedric Adams, 155 stations.

MBS

NOTE: Split network (4/16-9/30) from approx. 2-4 PM Mon.-Sun.: Network A, regular shows; Network B, baseball, related shows.
8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 434 stas.
8:55-9 AM Mon.-Fri., Les Higbie and the News, American Tobacco Co.
10:25-10:30, 11:25-11:30 AM Mon.-Fri., 12:25-12:30, 2:25-2:30, 3:25-3:30, 4:25-4:30 PM Mon.-Fri., Bab-O Reporter, B. T. Babbit Inc.
10:55-11 AM Mon.-Fri., Talk Back With Happy Felton, American Tobacco Co.
11:30-12 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.

NBC

*OT — Operation Tandem, Whitehall, RCA and Liggett & Myers.
8-8:15 AM Mon.-Fri. Alex Drier, Skelly Oil Co. 27 stations.
9-9:15 AM, Sat. This Farming Business, Skelly Oil Co. 26 stations.
10:45-11 AM. Mon.-Fri. Hymn Time, General Mills, 10 stations.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
August 27, 1951 Copyright 1951

XUM

You Hear It Everywhere . . .

"The extremely successful showing of the 1951 DeSoto in Baltimore was due, in no small part, to the strong advertising campaign over WBAL."
WILLIAM RENNIX
DeSoto Dealers Ass'n. of Ba

"Thank you for the splendid job WBAL has done for us."
SETH W. HEARTFIE
Delvale Dairies, Inc.

"We definitely feel that WBAL's Kitchen Karnival has helped the sale of Mrs. Grass' Noodle Soups."
A. J. GRASS
I. J. Grass Noodle C

"We have excellent reports of the fine job WBAL is doing to sell Windex and Drano."
L. A. AUE
The Drackett Comp

"We are pleased with the way WBAL's Mollie Martin covers the important selling points of La France."
MARGARET WOODWA
Foote, Cone & Belding

38,000 SQUARE MILES
496,810 RADIO FAMILIES!
That's The Kind of Coverage WBAL Gives You

WBAL can show you success story after success story to prove **it pays off when you buy radio time wisely.** In addition to the widest coverage and the largest listening audience in the Middle Atlantic area, WBAL offers constant program promotion over the air and in the Baltimore newspapers.

WBAL's expert merchandising staff works each day with dealer and store contacts; places point-of-sale displays; gets merchants to promote sponsors' products. In addition, WBAL "plugs" radio shows on WBAL-TV. These are the "extras" that bring results . . . the WBAL success stories.

50,000 Watts in Maryland

NATIONALLY REPRESENTED BY
Edward Petry and Co., Inc.

RADIO BALTIMORE
WBAL
NBC in MARYLAND

open mike

EDITOR:

I would appreciate it very much if you could send me one of your BROADCASTING • TELECASTING television and . . . AM maps . . .

John Gordon
Radio-TV Director
Ruthrauff & Ryan
Cincinnati

[EDITOR'S NOTE: Mr. Gordon and 15,247 other BROADCASTING • TELECASTING subscribers received new 1951 maps of AM, FM and TV stations in their annual MARKETBOOKS last week.]

* * *

Tipster

EDITOR:

. . . I understand that a good many IBEW, AFRA and NABET contracts, recently negotiated, have been turned down by the Wage Stabilization Board insofar as wage increases are concerned. One of the recent turndowns involved WHK here in Cleveland. . . .

I wonder if it would not be newsworthy if you could get a list of radio cases which the wage people have turned down in the last several months. It might make good reading.

James C. Hanrahan
General Manager
WEWS (TV) Cleveland

[EDITOR'S NOTE: Thanks to Mr. Hanrahan for his news tip which encouraged the story this issue.]

* * *

Speed The Thaw

EDITOR:

Since the FCC has partially lifted the TV "freeze," by granting power boosts to existing stations, would it not be entirely feasible to conclude that there will be little change in the allocation plan of last March 23? If that is so, would it not seem practical for the Commission to authorize grants for the largest metropolitan areas, not now served by television, with the proviso that if the allocations are changed as to those particular communities, stations would amend their applications accordingly? It occurs to me that this would expedite handling of applications and would be of material assistance to consulting engineers, lawyers and equipment manufacturers. It would have the double virtue of providing additional TV service in unserved areas at the earliest practicable time and, at the same time, would give a lift to TV set manufacturers, now in the doldrums.

There would be another great advantage in the upcoming national elections, in my judgment. With television so important an instrumentality in bringing the candidates to the people, additional stations in currently unserved areas would be in the position of performing outstanding public service at the very outset of their operation.

I realize fully, of course, that this procedure could not be invoked until after the Nov. 26 deadline specified in the FCC's timetable. But prior to that, all of the spadework could be done, in preparation for a speedy thawing of the freeze. It would also separate the sheep from the goats, among those people who are talking television but who are not prepared to follow through.

Norman A. Thomas
Vice President
WDOD Chattanooga

* * *

Greenville Has Grown

EDITOR:

Just on the outside chance that it might be news to you there are *three* Metropolitan Districts in South Carolina.

True enough that Greenville made it this year for the first time and we did it by a rather Gargantuan job of extending our city limits to embrace some good suburbs. But when we did it, we did it in a very big way and got in No. 1 position in the state, beating Columbia and Charleston all the way by population, homes, radio homes and percentage of radio homes.

Yet on page 7 of your MARKETBOOK you list only Columbia and Charleston as South Carolina Metropolitan Districts . . .

B. T. Whitmire
Manager
WFBC Greenville, S. C.

[EDITOR'S NOTE: The U.S. Bureau of the Budget's "Standard Metropolitan Area Definitions" for June 5, 1950, latest official list, names only Columbia and Charleston. Greenville's annexation of surrounding suburbs occurred since the latest official definitions came out.]

* * *

Star Spangled Cure-All

EDITOR:

The American way of life is rapidly fading away. . . . What can radio and television do to stop this tragic trend? . . .

Let each radio and video station take the same moment each day to play the national anthem. At that moment, there would be only one program, one song available for the entire nation by radio and video, the national anthem. . . .

R. B. McAlister
Co-owner
KICA Clovis, N. M.

RADIO activities at Canadian National Exhibition, Toronto, Aug. 24-Sept. 8, will be highlighted on Radio and Press Day at annual fair on Aug. 31. CNE will show latest in home receivers both radio and TV, as well as military communication equipment.

"...like selling refrigerators to Eskimos"

J. N. Blair & Company, Inc., of Sacramento, California, sponsors of the Fulton Lewis, Jr. program on KXOA, had this to say to the station:

"We've heard about selling refrigerators to Eskimos, and now KXOA has done almost the same thing for us through Fulton Lewis, Jr.
"As you know, we started with one spot a night. Eight weeks later we tripled our investment to buy three quarter-hours. Several personal friends didn't know we handled heating units until they heard the program.
"The real pulling power of the show was tested when we advertised ice cream units in mid-winter—the nearest thing we know of to selling refrigerators to Eskimos. Fifteen minutes after the program we received eleven inquiries for further information!
"Fulton Lewis, Jr. and KXOA have certainly done a job for us."

The Fulton Lewis, Jr. program is "doing a job" for local advertisers on 372 stations. It offers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

WBIG'S SILVER ANNIVERSARY

Special Programs Hail 25th Year

ALL-DAY series of special broadcasts marked the observance Wednesday by WBIG Greensboro, N. C., of its 25th anniversary. Rededicating the station to its principles of public service, entertainment and education, WBIG carried program features typical of its first quarter-century.

Gilbert M. Hutchison, WBIG president and general manager, directed the celebration. Mr. Hutchison has headed the operation since death of Maj. Edney Ridge Jan. 13, 1949.

Commercial novelty centered around the voicing of advertising messages by the advertisers themselves.

Four of the original directors of the station and of Jefferson Standard Life Insurance Co. when the insurance company bought control of the property in 1934 took part in the program. They were Howard Holderness, president of the company; Joseph M. Bryan, first vice president and director; Julius C. Smith, vice president and general counsel, and Carl Jung, vice president in charge of agency operations.

History of Greensboro radio was featured in an evening program titled *Radio Since 1926*. Persons active in local affairs participated. Mayor Robert Frazier, of Greensboro, was one of the participants. Mayor Frazier helped form WNRC, predecessor station, in 1926 and was active in organizing North Carolina Broadcasting Co. in 1930 when that firm took over ownership from Wayne Nelson, its co-founder with Mr. Frazier.

The present WBIG directorate took part in a special feature. Included were M. H. Crocker and Mrs. Edney Ridge, directors, and Mr. Hutchison as president-general manager. Three government levels participated in the feature. Governmental speakers were Federal Judge Johnston P. Hayes; Henry Bridges, state auditor of North Carolina, and Mr. Frazier.

This program, heard 10:45-11 p.m., closed with pledge of allegiance to the flag and a pledge by WBIG to its listeners and advertisers of better things to come.

Salutes were received from other North Carolina stations. Arthur Godfrey's morning program on CBS Radio carried a tribute and Warren Hull followed up on the CBS *Strike It Rich* feature. A Godfrey transcription was used.

Messages came from U. S. Senators Willis Smith and Clyde R. Hoey as well as Reps. Thurmond Chatham and Carl T. Durham. Gordon Gray, president of the U. of North Carolina, sent a special message.

A musical and news program, 9-10:45 p.m., featured 25 top tunes of the quarter-century and an important news item for each year.

Opening feature of the anniversary was a 25-year agricultural review at 6:05 a.m. by Charlie Lamb, Guilford County soil conservation agent.

Mr. Hutchison said the station's progress was a tribute to the late Maj. Ridge, a firm believer in public service. Under Maj. Ridge's guidance the station received local and nationwide recognition for its services, he said.

KEY MIDDLEWEST women broadcasters go over plans in advance of the district meeting to be held in Omaha Sept. 29. At the planning board meeting of the American Women in Radio & Television at the home of Doris Murphy in Shenandoah (KMA Shenandoah, Ia.) are (l to r): Ann Hayes, KCMO Kansas City, Mo.; Belle West (seated on floor), KOIL Omaha; Martha Bohlen, WOW-AM-TV Omaha; Bernice Currier, KMA; Doris Murphy; Betty Wells, KIOA Des Moines; Mayme Allison, KBON Omaha; Adella Shoemaker, KMA.

LATEST HOOPER REPORT SHOWS:

WBNS, Columbus, has the 20 top-rated programs — *Day and Night!*

Keep company with the top-rated programs on Central Ohio's top station. Cash in on these ratings with your own spots and programs.

The 10 top-rated daytime shows on WBNS are: Helen Trent, Aunt Jenny, Arthur Godfrey Time, Omar News, News Roundup, Big Sister, Ma Perkins, Our Gal Sunday, Rosemary, Guiding Light; followed by the 10 top-rated night-time shows, including Chet Long, Godfrey's Talent Scouts, Lux Theatre, Suspense, Dr. Christian, F.B.I., Amos 'n' Andy, Boston Blackie, Lowell Thomas and My Friend Irma. That makes 20 out of 20 . . . a good batting average in any league. For time availabilities, write or call your John Blair representative.

Source: May-June Hooperatings

CENTRAL OHIO'S ONLY **CBS** OUTLET

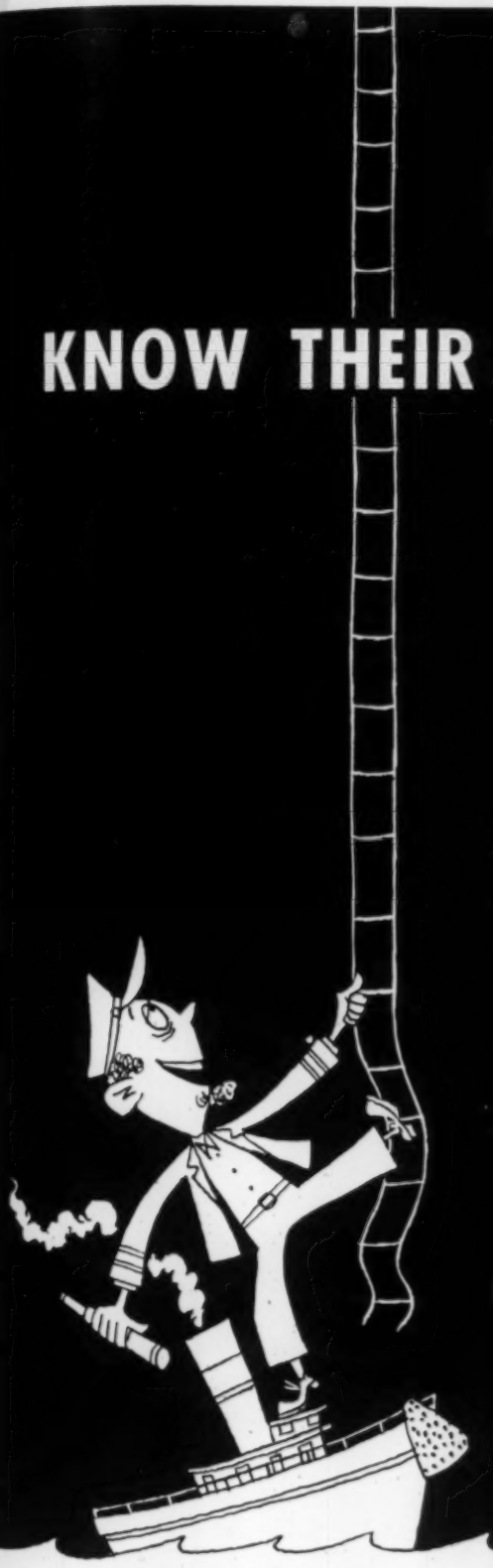
WBNS PLUS WELD-FM

Ask John Bl

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

LOCAL PILOTS

KNOW THEIR HOME WATERS BEST!



. . and *local advertisers* are the best judges of the effectiveness of media in their own markets.

On *every* Westinghouse station, local advertisers are buying more time this year than last year.. even though local rates, in many instances, have increased. Local *results* prove that radio's value keeps growing!

Take the Philadelphia market, for example. As this is written, local time sales of Westinghouse Station KYW are 27.5 percent ahead of the corresponding period of 1950.

Timebuyers will be well advised to follow the lead of these local, on-the-spot advertisers.. not only in Philadelphia but also in Pittsburgh, Boston, Springfield, Fort Wayne, Portland, and their surrounding market-areas. For availabilities, check Free & Peters!

WESTINGHOUSE RADIO STATIONS INC

Serving 25 Million

KDKA • KYW • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio - America's Great Advertising Medium

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

*TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

agency

MICHAEL J. MADAR, vice president and director Lennen & Mitchell, N. Y., named secretary. He has been with firm for 23 years.

DWIGHT F. McCOLLISTER appointed vice president in charge of production Rollman, Cary & Rittenhouse, Cincinnati. He formerly operated his own art studio.

ARTHUR BURNS, manager CJAD Montreal, named president Associated Adv. Agency Ltd., Montreal.

ANN JANOWICZ, timebuyer BBDO, N. Y., to Benton & Bowles, N. Y. as timebuyer on General Foods and Best Foods accounts.

RAY REX, chief copywriter Rex Adv. Co., Detroit, named production manager.

DAVID J. GILLESPIE Jr., Kenyon & Eckhardt, N. Y., named associate media director.

VIRGINIA CRAWFORD, Eastern Advertising agencies, to Lockwood-Shackelford, S. F., as media and traffic director.

NORMAN ROBBINS, copy writer Sullivan, Stauffer, Colwell & Bayles, N. Y., to Hewitt, Ogilvy, Benson & Mather, N. Y., as copy supervisor.

on all accounts

A PIONEER'S pioneer in radio as well as advertising, Leo H. Rosenberg, vice president of Foote, Cone & Belding in Chicago, appeared on what is believed to be the first regularly-scheduled broadcast and celebrates this year his 25th anniversary with the agency which began as Lord & Thomas & Logan.

Mr. Rosenberg, a quiet man with a pixie humor, gave returns in the Harding-Cox presidential race on the wireless for the first time in 1920. CBS's Ed Murrow asked him to deliver them again in his third album of the documentary record, "I Can Hear It Now." NBC requisitioned his services also for its first telecasting of election returns in 1940, when Mr. Willkie challenged FDR.

Leo Rosenberg maneuvered around and about the agency business before actually entering the fold. A native of Montgomery, Mo., where his father ran a general store, he lived in Iola, Kan., and St. Louis before moving to Chicago. While attending Englewood High School, young Rosenberg picked up book money by selling Cutler's shoes, "any shoe in the house for $3." The turnover, he recalls, was enough to satisfy the most avaricious salesman because the shoes were so cheap a half-way popular girl could wear out a pair in two weeks of dancing.

Interested primarily in literature and writing, he nevertheless succumbed to the wishes of his father and majored in electrical engineering at Chicago's Armour Institute of Technology. He managed, however, to elect two years of English. The youngest in his class to be graduated (at 21), he applied himself with the diligence which has characterized him since, carrying, at one period, 43 out of a possible 44 hours of courses in one week. Five hours of homework nightly plus labs each afternoon and lectures from 8:30 until noon netted him a B.S. degree.

Mr. ROSENBERG

After graduation his—and McGraw-Hill's — circulation increased as he moved with zest through the "field," his portion including Louisiana, Texas and Oklahoma. Elated in his first venture from the family hearth, Mr. Rosenberg was rewarded personally but more

(Continued on page 82)

beat

HOWARD W. WILSON to Tatham-Laird, Chicago, as merchandising manager, from Lady Esther Ltd., where he was general sales manager. He is former director of sales promotion at Ruthrauff & Ryan.

STEUART HENDERSON BRITT, personnel director McCann-Erickson, N. Y., appointed vice president and director of research Needham, Louis & Brorby, Chicago.

DON THOMAS, Galloway & Thomas, Washington, appointed account executive Kronstadt Adv. Agency, Washington.

TOM HICKS, executive TV producer Geyer, Newell & Ganger, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in radio-TV department.

KATHERINE HURLEY, McGraw-Hill Publishing Co. Inc., S. F., to Alport & O'Rourke, S. F., as account executive.

GILBERT L. BURTON, assistant to president Irwin Vladimir & Co. Inc., N. Y., to agency's S. F. office, as executive assistant.

SID M. FLOM to Marvin Gordon & Assoc., Chicago, as production manager.

JEAN WADE RINDLAUB, vice president BBDO, N. Y., invited to address National Assn. of Food Chains 18th annual meeting in Washington Sept. 23-27.

DONA CLARK, framework writer on CBS *Lux Radio Theatre* for J. Walter Thompson Co., Hollywood, named publicity director succeeding **JOE LEIGHTON,** transferred to radio and TV department of agency.

Changes of address: **J. J. WEINER Co.,** S. F., moves offices to 149 California St., S. F. **GEORGE E. S. THOMPSON,** Oakland, moves to 3008 Lakeshore Ave., same city. **ALPORT & O'ROURKE,** S. F., moves to 275 Post St. Telephone number is YUkon 2-3161. **AVERY & BRUGUIERE Adv.,** S. F., moves to 681 Market St. Telephone remains YUkon 6-0181. **KIRKLAND, WHITE & SCHELL,** Atlanta, Ga., moves to new offices at 101 Marietta St. Telephone remains LAmar 3682-3. **WARNER, SCHULENBURG, TODD & ASSOC. Inc.,** St. Louis, move to larger quarters at Court House Plaza, Clayton 5. Telephone is DElmar 8892.

HUGH BENSON, Blaine-Thompson Co., N. Y., to Roy S. Durstine Inc., N. Y., as public relations and publicity director. Associated with Mr. Benson will be **KATHRYN GRIMES,** previously with Blaine-Thompson, and **ROGER YOUNG,** formerly with Paramount News.

DOROTHY DORAN, assistant to head of radio and TV publicity department N. W. Ayer & Son., N. Y., and **WILLIAM LEWIS,** Maxon Inc., N. Y., married Aug. 17 in New York City.

CHARLES TRACEY Adv., headed by **CHARLES TRACEY,** eastern advertising executive, will open offices in S. F. and Hollywood in near future.

H. M. DANCER, president and board chairman Dancer-Fitzgerald-Sample Adv. Agency, attended opening of firm's western affiliate, Dancer-Fitzgerald-McDougall Inc., S. F. President of new affiliate is **CHARLES H. McDOUGALL.** Offices are located at 114 Sansome Street, S. F. **MARILYN LEDWICH,** BBDO, S. F. to media department Dancer-Fitzgerald-McDougall.

THOMAS O. MORRIS, Jr., account executive Ruthrauff & Ryan Inc., Hollywood, named director of public relations Prudential Insurance Co. of America, Newark. **DICK JAMES** replaces him at Ruthrauff & Ryan.

KARL R. SUTPHIN, account executive for ABC network sales department, appointed radio and TV account executive for BBDO, Chicago, on its Libby Frozen Foods (Libby, McNeill & Libby) account.

EUGENE E. BLACKWELL, assistant advertising manager Hoover Co., Chicago, to McCann-Erickson, Chicago, as sales promotion manager.

WJPG

GROWS UP

With a New Full Time Schedule

Serving over 200,000 people in the Green Bay area with music, news, sports and farm news. Programs which are really merchandised!

"More Reason to Listen, Oftener"

AND your best buy in Wisconsin's 3rd Market! Listeners stay tuned to us, because we stay tuned to them!

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

Green Bay, Wisconsin

Ask McGillvra, N. Y. and Chicago or Wire Us

New Additional Hours Presently Means New Availabilities — — and Choice!

1000 WATTS DAYTIME 500 NIGHT

JACKRABBITS.... Maybe

But what a lot of LETTUCE they've got:

MARKET	Population Rank	Groceries, Confect'ry, Meats —1948 Wholesale Sales
AKRON	40	$15,866,000
AMARILLO	162	15,686,000
WICHITA	85	15,531,000
PEORIA	76	13,416,000
ALBUQUERQUE	117	7,397,000

*Figures From Printers' Ink, May 25, 1951

Where there's money, there's a market!... And KGNC is the only medium that reaches and delivers the green-backed Amarillo market!

P. S. The AMARILLO WHOLESALE MARKET is the largest non-TV market in Texas, New Mexico and Oklahoma.

kgnc
710 KC 10,000 WATTS
AMARILLO TEXAS

Represented Nationally by the O. L. Taylor Company

new business

Spot • • •

HOLIDAY ON ICE Inc., N. Y., preparing radio spot announcements to be used in United States, Mexico and South America, to promote 1952 edition of "Holiday on Ice" show. Transcriptions are being prepared by Columbia Recording Corp. Agency: Walter McCreery Inc., N. Y.

W. A. SHEAFFER PEN Co., Ft. Madison, Iowa, offering its dealers at no charge series of 16 slides in 35mm size for 20-second TV spot announcements. They are available through company salesmen. Copy covers back-to-school, Christmas and gifts of Sheaffer TM (thin model) fountain pens.

MILLER BREWING Co., Milwaukee, in cooperation with local distributors sponsoring Chicago Bears-Cleveland Browns football game from Chicago, Sept. 9. Game will be carried by special network.

DEARBORN SUPPLY Co., Chicago, which is introducing its new product Chlor-O-Creme, a chlorophyll face cream, in Chicago-area radio and TV tests, plans to use more broadcast media when test is complete and results analyzed. Agency: Tim Morrow Adv., same city. Mr. Morrow is account executive.

CASITE Corp., Hastings, Mich. (oil additive for autos), will use radio and TV spots in 164 markets from mid-September for 13 weeks. Agency: Keeling & Co., Indianapolis.

UNION STARCH & REFINING Co., Columbus, Ind., testing its new product, Pennant Reddi Starch, with three TV participations weekly in Indianapolis for indefinite period. Agency: H. W. Kastor & Sons, Chicago.

Network • • •

ARMOUR & Co., Chicago, renews *Dial Dave Garroway* on full NBC radio network for 52 weeks from Sept. 3 through Foote, Cone & Belding, same city. Show is aired daily 10:45-11 a.m. CT.

SKELLY OIL Co., Kansas City, renews quarter-hour on NBC split network of 28 stations Mon.-Sat. for 52 weeks through Henri, Hurst & McDonald, Chicago. NBC News Commentator Alex Drier is heard five days weekly, and *This Farming Business* on Sat., both from 7 to 7:15 a.m. CT.

NATIONAL OPTICS Co., N. Y. (Rayex night glasses), sponsors 15-minute news commentaries by Sidney Walton Thursday and Sunday on 72 ABC radio stations. Agency: Huber Hoge & Sons, N. Y.

JACOB RUPPERT BREWERY, N. Y., to sponsor *Candid Camera* starting today (Monday) on WJZ-TV New York, Monday-Wednesday-Friday 7:15-7:30 p.m., for 52 weeks, replacing *Broadway Open House* which was cancelled effective Aug. 24 on NBC-TV. New series to be seen in N. Y. and Boston only. Ruppert to buy time in other cities. Agency: Biow Co., N. Y.

CLUETT-PEABODY, N. Y. (shirts), now sponsoring Don Ameche alternate Thursdays on ABC-TV, considering sponsorship of Herb Shriner among others, in new autumn series. Agency: Young & Rubicam, N. Y.

VITAMIN CORP. OF AMERICA, Newark (Rybutol), begins 52-week sponsorship of Chet Huntley newscasts on 45 ABC Western Network stations, Tuesday, 5:30-5:45 p.m. (PST). Agency: Milton Weinberg Adv. Co., L. A.

KINGAN PACKING Co., N. Y., buying *Arthur Godfrey's Digest* to start Oct. 14, Sunday afternoon on CBS. Agency: Warwick & Legler, N. Y.

LESLIE SALT Co., S. F., Sept. 17 starts sponsorship of *The Breakfast Gang* on full Don Lee network of 45 stations, Mon., Wed., Fri., 7:15-7:30 a.m. (PDT). Contract for 52 weeks. Agency: Long Adv. Service, S. F.

GREYSTONE PRESS, N. Y., for its legal publications, will sponsor *Th*

(Continued on page 79)

These three rich Michigan markets now available to NBC advertisers for the first time.

WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

feature of the week

Stepping out of the proverb into the china shop, the bashful bull enjoys the air-conditioning while Mr. Monroe tries to coax a few comments. Keeping a safe distance in the background are (l to r) Jack Towery, of Kunkle's Gift Shop; Bill Ford, KENT advertising department; Mr. Kunkle, Bob Conwell, of the Chamber of Commerce, and an unidentified policeman.

* * *

IT ALL started with a friendly after-dinner conversation between Joe Monroe, disc jockey for KENT Shreveport, La., and John Kunkle, owner of the local Kunkle's Gift Shop.

Some persons have the failing of "putting their foot in their mouth" during off-hand conversations. Mr. Kunkle was different. By opening his mouth he managed—literally—to put a bull in his china shop!

Mr. Monroe, it seems, won a bet from Mr. Kunkle that the Shreveport Sports would win a three-game baseball series from the Beaumont (Tex.) Roughnecks.

If the Sports won the series, Mr.

(Continued on page 77)

If it's ears you are need'n
The kind that are heed'n

Commercials, just as they should;
Before proceeding . . .

Pick the station that's leading.
In Greater Grand Rapids, it's WOOD

Why is WOOD terrific?
Ask Katz to get specific.

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

For the best earful in Greater Grand Rapids . . .

WOOD

GRAND RAPIDS, MICHIGAN

5000 WATTS • NBC AFFILIATE

Also WFDF — Flint, Mich., WEOA — Evansville, Ind. WFBM — Indianapolis, Ind.

National Representatives
Katz Agency, 488 Madison Ave., New York, N.

strictly business

Mr. MULLIGAN

INSTITUTIONAL rather than product advertising is the vein of public opinion mined by Ralph C. Mulligan, managing director of the Bituminous Coal Institute.

As director of BCI, the public relations division of the National Coal Institute, his job is to make friends for the bituminous coal industry.

An important vehicle of BCI's public relations is radio. The institute spends an average of $40,000 annually in the medium, principally for its 15-minute newscast, heard weekday evenings over WMAL Washington. When Congress is in session, the program is called *Congress Today;* otherwise it is listed as *Washington Today.*

All but one minute of the newscast is devoted to unslanted news,

(Continued on page 77)

MR. SPONSOR:

Folks hereabout love Tigers...

....AND WJBK, THE KEY STATION IN THE TIGER BASEBALL NETWORK

The kind of Tigers we're talking about make their mark with baseball bats in Detroit, a town whose metropolitan area holds a baseball fan club over 2½ million strong.

In case you didn't know, the Tigers represent Detroit in the American League ... and WJBK, for the third straight year, is the key station of the network that carries the Tiger broadcasts.

A FORT INDUSTRY STATION

A baseball fan club over 2½ million strong carries a lot of wallop in the "Sales League." For a "Sales League" fourbagger, metropolitan Detroit is the ball field and WJBK is your *best* bat.

Get the facts on this home-run sales story now. Your local Katz Agency man will show you how to bat 1.000 in Detroit's buyers league.

WJBK —AM —FM —TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

WOW! ZIV's NEW SENSATION F HI

IRENE **DUNNE** AND FRED **MacMURRAY**

Together, in the Gay, New, Exciting Comedy-Adventure

"BRIGHT STAR"

FIVE DISTINCT IDENTIFICATIONS FOR YOU
Including Three Full-Length Selling Commercials!

EACH HALF-HOUR PROGRAM A COMPLETE EPISODE!

★ WITH HARRY VON ZELL ★ AN ALL STAR SUPPORTING CAST
★ SPARKLING SCRIPTS AND PRODUCTION ★ BRILLIANT MUSICAL SCORES AND DIRECTION

It's a riot of newspaper feudin', fuss'n and fun!
He's a reporter who hates bosses. She's an editor who hates reporters . . . It's action-full, event-full fun for the entire family!
PRESS

NEVER BEFORE HAS A NEW SHOW CAUSED SO MUCH EXCITEMENT!

XUM

SHOW IS THE

F HE INDUSTRY!

STATIONS ARE
WIRING
FOR THESE TWO GREAT HOLLYWOOD STARS!

AGENCIES ARE
PHONING
FOR THIS GREAT AUDIENCE-BUILDING HIT!

SPONSORS ARE
GRABBING
FOR THE TOP SHOW IN THEIR MARKET!

DICTATE A WIRE BEFORE
YOUR MARKET
IS GONE!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

XUM

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S

No. 1 SALESMAN IS

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen
to WPTF Than to Any
Other Station

NBC WPTF 50,000 WATTS 680 KC.

also WPTF-FM

AFFILIATE for RALEIGH-DURHAM and Eastern North Carolina

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING
TELECASTING

Vol. 41, No. 9 WASHINGTON, D. C., AUGUST 27, 1951 $7.00 A YEAR—25c A COPY

RATE CUT RESENTMENT

Flares Anew at Dist. 4 Meeting

BEHIND - SCENES resentment of radio stations over network rate cuts broke out into the open once more last week as NARTB District 4 delegates called on the association to protect their interests against cheapening of the medium.

Taking up where they left off at Chicago last spring, NARTB members meeting at Roanoke, Va., Thursday - Friday engaged in a lively debate over what position the association should take in the rate-cutting crisis.

The District 4 members got the annual series of NARTB meetings off to a flying start as they spoke plainly and heatedly about the blows they have taken as a result of network rate adjustments.

They gave their new president, Harold E. Fellows, a rough time by putting him on the spot in the controversy, but he emerged with a burst of applause after answering the questions directly and suggesting the convention should not take any action that would hamper the work of the independent Affiliates Committee that was formed at Chicago.

Subjects Wide-Range

For two days the largest of all NARTB districts (Va., N. C., S. C., District of Columbia and contiguous counties) heard talks and took part in panels covering the gamut of broadcast problems.

Television occupied a formal place on the district meeting agenda for the first time in association history as Thad Brown, NARTB TV director, recited current problems facing that industry. This was followed by a panel discussion in which radio broadcasters asked questions that were answered by telecasters (see separate story page 62).

Broadcast advertising section of the meeting was held Friday afternoon, headed by William B. Ryan, president of Broadcast Advertising Bureau (story page 46).

Mr. Fellows made his district meeting bow with a discussion of NARTB's plans for expanded service to the membership. He then called for questions, and really got them.

Walter J. Brown, WORD Spartanburg, S. C., touched off the rockets by asking President Fellows if NARTB was doing anything "about making networks have more appreciation of their affiliates?"

The new president said he had just written to Murray Grabhorn, head of the National Assn. of Radio & Television Representatives, answering an open letter demanding that NARTB do something about the rate-cutting crisis.

In his reply, Mr. Fellows said, he told Mr. Grabhorn the NARTB board had decided the association had no right to take part in a fight between affiliates and networks. NARTB has no more right to join the fight than to take part in a contractual controversy between a representative and his client, he wrote. The association represents an entire industry, he explained.

Mr. Brown contended the association should do something, but agreed the problem was a delicate one.

Edgar Kobak, consultant and NARTB board member, recalled formation of the Affiliates Committee and said it has a $16,000 fund.

"I'm giving you the decision of the board," Mr. Fellows said. "The board would not let Judge Justin Miller, board chairman, preside at the meeting that led to formation of the affiliates group."

That reminded Mr. Brown that he was a member of the resolutions committee named by District 4 Director Harold Essex, WSJS Winston-Salem, N. C. He asked if a resolution calling for action would be out of order.

Again on the spot, President Fellows said he personally felt a name-calling resolution might not help the Affiliates Committee.

Asking Mr. Fellows if networks are broadcasters, Edward A. Allen, WLVA Lynchburg, Va., active some years ago in forming a group of independents, claimed NARTB is "straddling the fence."

In a reply to another question from Mr. Allen, the president said NBC pays $5,000 a year as an associate member and NBC-owned-and-operated radio and TV stations pay around $40,000.

Since networks as such are not

(Continued on page 91)

GROUP AT Virginia Assn. of Broadcasters BMI Clinic (l to r): Harold E. Fellows, NARTB president; James H. Moore, WSLS Roanoke; Charles Mark, Johnny Mercer, WHAP Hopewell; John Tansey, WRVA Richmond; Horace Fitzpatrick, WSLS; Joel Carlson, Campbell Arnoux, WTAR Norfolk. (Story on VAB meeting, page 93.)

RADIO UNITY GROWS

BAB, World Plans Set

BAB PRESIDENT William B. Ryan disclosed last Thursday that BAB "has developed and will soon issue a detailed master plan enabling the whole industry simultaneously to achieve the kind of teamwork" displayed by radio stations of Tulsa and Detroit, respectively, in their local alliances for cooperative promotion of radio [BROADCASTING • TELECASTING, Aug. 10].

World Broadcasting System, meanwhile, announced that "in line with the growing movement" to re-emphasize radio's vital service, it has started work on a special package of "sell radio" promotional material which it will distribute to its more than 800 affiliates as WBS's contribution to the industry - wide campaign. The package, including discs by name personalities, will stress the theme "Listen! Wherever You Go, There's Radio," which also will be the tagline closing all future WBS library programs.

Mr. Ryan said details of the BAB plan, in the development stage for two months, are tentatively set for announcement within two weeks.

Ryan Telegram

Work on the industry-wide blueprint was revealed in a telegram Mr. Ryan sent the chairman of the Detroit and Tulsa groups offering congratulations "on the wonderful news that the broadcasters in your (respective communities) have joined together for the promotion of radio as an advertising and public service medium."

Discussing the plan to be issued by BAB, Mr. Ryan said community station cooperation should involve: (1) frequent meetings of station operators and pooling of resources, (2) audience promotion campaigns, and (3) active public-service campaigning.

The World Broadcasting System announcement, detailing plans for its "sell radio" package, said WBS is "joining wholeheartedly in a forceful and aggressive campaign to re-emphasize the vital character of radio's services."

Backbone of the package is a series of announcements designed for use during station breaks, etc. Those who already have transcribed such material include Robert Q. Lewis, Bud Collyer, Andre Baruch, Ken Roberts, Norman Brokenshire, Ed Herlihy, and Frank Gallop. Each one, after

(Continued on page 36)

AM IN THE A.M.

BOOMS TO NEW HIGH

MORE PEOPLE are listening to the radio between 6 and 9 a.m. each day this year than ever listened before.

Surprised? You needn't be, because that statement is based on a special study made for BROADCASTING • TELECASTING by the A.C. Nielsen Co. and is well authenticated by carefully prepared figures from the entire United States.

In all parts of the nation the early morning man is thriving and he is doing even better since television entered the picture than he did in 1946 when there were only 10,000 TV sets in the whole country.

Music, news, the time, weather reports and friendly easy chatter are his stock in trade. The format varies slightly from coast to coast.

The sponsors eat it up. Hardly a morning man, and there's at least one on every station, lacks sponsors. Many are sold out and the station's commercial department proudly surveys a waiting list of eager advertisers who want to "participate" at the comparatively low morning rates.

The happy state of the morning man is even more surprising when the student of statistics takes a look at evening time. There the average audience has dropped from 39% of sets in use in 1946 to 26.3% in 1951.

Many factors play their part in the booming business of the disc jockeys. America has the early morning music habit and the average men or woman turns on the radio automatically while shaving the overnight stubble or frying the breakfast eggs.

But one of the principal factors which cannot be overlooked is the morning man himself, whose personality sells him and his sponsors' products to a huge and loyal audience day after day.

Let's look at a few who are typical.

* * *

TOP O' THE MORNING

Top morning man at WEEI Boston was the master of ceremonies at the station's inaugural broadcast Sept. 30, 1924—Carl Moore.

It was just another job to Mr. Moore, who is those days was song-plugging in Boston's Tin Pan Alley. It was a sudden call to an emergency spot and he filled it with all the aplomb which keeps his programs top rated to this day.

He is completely informal, never uses a script, and composes on an average of two parodies a day which he sings to some popular melody.

On the air at 7 each morning except Sunday with his *Top o' the Morning* show he sings and talks to his listeners to his own piano accompaniment. From 8:30 to 9:30 a.m. he returns to the air as m.c. of *Beantown Varieties* which includes a vocalist, Gloria Carroll, the Azales Trio (westerns) and a nine-piece orchestra conducted by Frank Bell. Two years ago, under the name *Coffee Club* the program was put on the CBS eastern network.

The program provides a rare opportunity for personalized selling. Such sponsors as The Borden Co. and Wilson Canned Meats have used it as a theme around which to hold sales meetings. Other sponsors include Colgate's, *Saturday Evening Post*, Wilson's Canned Meats, The First National Bank, General Electric, and the Boston & Maine Railroad.

In 1950 the New England Life Insurance Co. offered a copy of an editorial printed in its house organ titled "What is a Boy" over the program. The single offer brought more than 400 requests to WEEI and an uncounted flood to the offices of the firm. The insurance firm's comment was: "This WEEI deluge was the biggest response from the Boston area, although the essay was read over three other stations and was printed in two daily newspapers."

* * *

SHOPPING WITH THE MISSUS

Jim Conway, top morning man on WBBM Chicago, is on the air from 7:30 to 9 a.m. Mon.-Fri. for a number of satisfied sponsors.

On the first half hour with a live music and chatter program Mr. Conway extolls the virtues of Meister Brau beer for Peter Hand Brewery (first quarter hours, Mon.-Wed.-Fri., at cost of $792 which includes an hour show on Saturdays and New York Central (last quarter hour, Mon.-Wed.-Fri., $534.60).

Starting at 8 a.m. Mr. Conway emcees *Shopping With the Missus* sponsored by the Milnot Co., Litchfield, Ill., which makes Milnot, a milk substitute. The show features interviews with housewives which are tape recorded in grocery stores and super markets in the greater Chicago area, with merchandise prizes given for questions answered.

Unusual feature of the Milnot arrangement is that Mr. Conway's account executive for the product at Henri, Hurst and McDonald agency. Milnot assumes the entire sponsorship of this show and pays $891 weekly for the time. Martin Hauser, advertising and sales manager of Milnot, says "Conway

AVERAGE AUDIENCE RADIO SETS IN USE—MARCH
MONDAY THROUGH FRIDAY

	1946(†)	1947(†)	1948(†)	1949	1950	1951
6-7 a.m.	3.7%	4.1%	4.0%	3.9%	3.7%	4.6%
7-8 a.m.	10.4	12.0	13.0	13.7	12.2	13.7
8-9 a.m.	16.7	18.4	19.5	19.6	19.7	19.6
Average	10.3	11.5	12.2	12.4	11.9	12.6
ALL DAYS						
8-9 p.m.	42.9	45.5	44.1	43.6	36.9	28.1
9-10 p.m	42.7	44.5	43.9	42.0	35.9	28.2
10-11 p.m.	31.5	35.4	34.6	33.5	27.7	22.6
Average	39.0	41.8	40.9	39.7	33.4	26.3

(†) Nielsen radio index sample covered 63% of total U. S. in '46-'48, by population; 100% since then. In both periods, time zone distribution evenly matched census figures. By city size, '46-'48 sample favored metro. areas, if anything. e. g.:

	'46-'48	'49-'51
Metro.	44%	32%
Medium	27	32
Small-rural	29	36

So current TV area distortion not much of a factor.

Ralph Story, KNX Los Angeles, and Christmas mail he collected for charity.

John Gambling, WOR New York, is deluged with responses to Hudson napkin offer.

John Harvey prepares script for K... San Francisco show.

Fran Pettay m.c.'s "Music Hall" on WJR Detroit.

Carl Stutz (r), disc jockey, gets ready for his WRVA Richmond show.

Henry Dupre, WWL New Orleans, took Optical Week pretty hard.

Tom McCarthy broadcasts from his living room for WKRC Cincinnati.

easy friendliness and sincerity make him Milnot's number one salesman on the air."

Since high school in Milwaukee Jim Conway wanted to go into radio. He specialized in voice studies and made an intensive study of diction, radio and tone control. In 1942 he came to WBBM as a staff announcer. His warm, friendly personality was quick to make a name for him on the station and he acted as m.c. on many well-known shows. Soon after he entered the Navy and served as a flying instructor until his discharge in 1946. After the war he rejoined WBBM and was assigned to the *Shopping With the Missus* program which immediately re-established him as a favorite.

* * *

TOM McCARTHY

Tom McCarthy talks to his large morning audience over WKRC Cincinnati, 6:15-7:45 a.m., direct from his farm home in Clermont County, Ohio. It is not surprising that the conversation on his music and chatter program deals principally with farm subjects.

There is a wide range of music on the program starting with popular and ranging all the way to Opera. While the combination may be unorthodox there is no doubt that the customers like it. They also like to hear of the fortunes and misfortunes of the McCarthy beagle hounds, nine cats, two horses, six cows, sixteen hogs and a flock of chickens. The condition of the McCarthy crops is more widely known in the area than that of any other farm.

Everything on the McCarthy show is informal and friendly. If one or more of the four McCarthy children wander into the living room during the broadcast they promptly get into the act and more often than not steal the spotlight.

Judging from the products he has sold on his show and the people who have bought them it is evident that his popularity is as great in the city as on the farm. Among his long-time sponsors are Verkamp Corp., Bayer Aspirin, Ibold Cigar, Thorobred Co. (dog feed), L. T. Patterson (automobiles), Barq Bottling, Farm and Home Center, Ohio Appliances, Phil Steward (RCA appliances), Plough Inc. (Mexana).

The show is currently sold out with a waiting list of sponsors. Rates for one minute spots are $20 before 7 a.m. and $30 after with frequency discounts.

MUSIC HALL

The *Music Hall* emceed by Fran Pettay is an example of the best in morning programming at WJR Detroit. Broadcast 7:15-8 a.m. and 8:30-9:15 a.m. Mon.-Fri. and from 7:15-7:30 a.m. and 8:15-9 a.m. on Saturdays, it is a disc show with time, weather, and a minimum of chatter between music.

Mr. Pettay has a sincere manner and a soft, pleasing delivery. He avoids perpetual chatter. He is a 17-year veteran of radio and has handled the *Music Hall* for the past two years.

The show is loaded with "blue chip" participating sponsors including Bristol Myers, Stanback, Procter & Gamble, Colgate Palmolive-Peet, Excell Labs, Lever Bros., National Biscuit, Kasco Mills, Hills Bros., Griffen Mfg. and others. The Mennen Co. sponsors 15-minute segments of the program thrice weekly.

One of the recent successes of the program was for Chap-Ans. After a total of six announcements over a two-week period offering free samples the firm received over 6,000 returns. The cost was $342, which amounted to 5½¢ per reply. Lawrence Gumbinner, agency on the account, called this "an excellent return—certainly concrete evidence of the station's far-reaching listening." The mail breakdown showed that Detroit and its suburbs accounted for 20% of the total returns. The state of Michigan showed 5,000 returns, Ohio 872 returns, Indiana 69 and Pennsylvania 35.

WJR enjoys a heavy commercial morning schedule from 5:30 a.m. right up to CBS-Arthur Godfrey time at 10 a.m.

* * *

TOP OF THE MORNING

Ad-libbed commercials are the secret of the Ralph Story morning success on KNX Los Angeles.

A perfectionist in programming his 5:25-6 a.m. record-news-chatter show for KNX and his 8-8:15 a.m. show to the Columbia Pacific network, Mr. Story tailors his commercials to fit the program and the mood of his audience.

From his first broadcast for the station on Valentine's Day, 1949, Mr. Story has thrown away the book as far as advertising copy is concerned. Every advertiser's message is presented in conversational style to avoid the repetitive "slugging" of his audience that is a basic part of much pitch copy. Mr. Story capitalizes on intimate and in-

(Continued on page 56)

Morning shows are sold at comparatively low daytime rates. Typical examples are the following average one-time rates in ten of the nation's top markets.

AFFILIATED STATIONS

	SB	1M	5M	15M	30M	1 Hr.
NEW YORK, 4 stations	95.75	114.50	129.75	259.50	389.25	648.75
CHICAGO, 5 stations	63.10	88.00	123.75	198.00	303.60	506.00
PHILADELPHIA, 5 stations	32.80	34.60	47.90	91.80	139.20	229.20
LOS ANGELES, 5 stations	47.44	55.14	68.17	114.47	171.40	285.67
DETROIT, 4 stations	49.59	51.15	84.00	168.00	252.00	420.00
BALTIMORE, 4 stations	26.38	27.75	40.00	80.00	120.00	200.00
CLEVELAND, 4 stations	28.25	31.88	48.00	96.00	144.00	240.00
ST. LOUIS, 4 stations	33.62	49.12	57.67	99.50	154.25	248.75
WASHINGTON, 5 stations	19.12	24.12	30.37	60.75	91.00	151.87
BOSTON, 3 stations	36.33	45.33	69.50	120.33	189.67	241.25

NON-AFFILIATED STATIONS

	SB	1M	5M	15M	30M	1 Hr.
NEW YORK, 11 stations	20.92	28.41	50.39	103.64	163.41	276.98
CHICAGO, 10 stations	16.80	18.75	37.22	61.39	100.33	167.00
PHILADELPHIA, 5 stations	12.80	11.60	19.80	41.00	62.60	108.00
LOS ANGELES, 6 stations	9.00	10.50	18.30	32.50	51.58	84.75
DETROIT, 2 stations	21.00	32.50	55.00	90.00	125.00	225.00
BALTIMORE, 4 stations	7.53	10.58	20.89	35.51	60.31	102.20
CLEVELAND, 4 stations	9.67	12.17	23.62	44.50	66.75	111.25
ST. LOUIS, 4 stations	10.00	14.40	21.38	41.50	65.75	119.00
WASHINGTON, 3 stations	15.00	16.00	25.00	45.00	70.00	116.67
BOSTON, 6 stations	14.71	16.49	28.08	55.42	84.25	141.08

(All figures from Spot Rate Finder, 1951 BROADCASTING • TELECASTING MARKETBOOK.)

Carl Moore: a WEEI Boston personality for 27 years.

Mac McGuire is in charge of "Start the Day Right" on WIP Philadelphia.

Curt Ray is the "Clock Watcher" of KMOX St. Louis.

Jim Conway goes "Shopping with the Missus" on WBBM Chicago.

XUM

1913 Jonas Weiland 1951

JONAS WEILAND, 38, veteran broadcaster, met a tragic death Wednesday in a plane crash.

Operator of WINZ Hollywood, Fla., near Miami, Mr. Weiland was flying a new amphibian plane he had acquired recently.

He crashed off Miami Beach in full view of the resort's seaside crowds.

Mr. Weiland

According to best information, he had been flying to his new transmitter site, where four out of six towers for a 50 kw operation were already up. WINZ got a CP for 50 kw day (10 kw N) on 940 kc only last month. The station is five years old.

NARTB Shocked

Members of NARTB Dist. 4 were shocked Thursday to hear of the accident at their Roanoke, Va. meeting.

Mr. Weiland entered broadcasting in 1936 when he got a grant for WFTC Kinston, N. C.—one of the youngest broadcasters then in the business. Later he helped establish WSSV Petersburg, Va., in which he had a 48% interest. In addition he had taken part in the formation of WMVA Martinville, Va.

War Duty

Mr. Weiland got his pilot's license in 1940 and served with the Civil Air Patrol on anti-submarine duty during World War II.

He leaves his widow, Mrs. Lenore Davis Weiland, two daughters and a son.

World Shows

WORLD Broadcasting System, New York, has produced a special half-hour Labor Day program for its affiliates, *We Owe Our Glory to Their Toil*. Program, which features transcribed readings by Walter Huston and Robert Montgomery, describes the historical background of the labor movement and its contributions. At the same time World announced release to its affiliates of a 15-minute bonus series, *Football Time*, featuring football music, local sports personalities and gridiron history.

Inking contract for the Red Wing coverage is John Stroh, president of the Stroh Brewery Co. Looking on are (l to r): A. H. Ritter, vice president, Zimmer, Keller & Calvert Inc., agency handling the account; H. W. Calvert, executive vice president ZK&C; John Shenefield, secretary Stroh Brewery; Jack Adam, Red Wing, mgr. ➤

RED WING GAMES

Sponsored by Stroh Brewe

PLAY-BY-PLAY coverage of t Detroit Red Wing home hock games, will be sponsored for t third consecutive year by t Stroh Brewery Co. The gam will be carried over a 16-stati extended radio-TV network.

WJBK Detroit will serve as t key station for the radio coverag with Al Nagler handling the broa casts. Mr. Nagler will also d 15-minute resume of all gam the team plays away from home.

WJW-TV Detroit and WJI TV Lansing will carry the tel vision end of the games, startin at 10 p.m. WJW-TV will ser as key station in the video cove age, and its Sportscaster Bu Lynch will handle the play-by-pla description.

Broadcasts will begin Oct. when the Wings tangle with th Boston Bruins. Radio statio carrying the broadcasts are:

WHRV Ann Arbor, WBCK Battl Creek, WBBC Flint, WHDF Houghto WJMS Ironwood, WIBM Jackso WHLS Port Huron, WSGW Saginaw WSOO Sault Ste. Marie, WDMJ Ma quette, WMIQ Iron Mountain, WAT Alpena, WMBN Petoskey, WTCM Tr verse City and WATT Cadillac.

TIME SALES

Networks July Total Down 4.5%—PIB

FOUR radio networks combined gross time sales in July totaled $11,733,804, down 4.5% from the $12,292,779 billed in July of 1950, according to figures released for publication today (Monday) by Publishers Information Bureau. For the year to date the 1951 total is down 1.8% from the same period last year, the figures being $107,232,580 for January-July 1951 and $109,231,899 for the like period of 1950.

MBS is the only radio network to show increased time sales in July of this year over July of last; MBS and CBS both have greater gross time sales for the first seven months of this year than they had in the like period of 1950. PIB breakdown by networks for the month and the year to date, 1951 and 1950, is shown in the table below.

	July		January-July	
	1951	1950	1951	1950
ABC	$ 2,265,297	$ 2,267,233	$ 19,655,369	$ 21,740,769
CBS	4,401,797	4,512,915	43,650,557	40,574,812
MBS	1,347,841	1,057,200	10,207,749	9,550,844
NBC	3,718,869	4,455,431	33,718,905	37,365,474
TOTAL	$11,733,804	$12,292,779	$107,232,580	$109,231,899

ZIV SALES

'Bright Star' in 97 Marke

FIRST week of selling for Fre eric W. Ziv Co.'s forthcomi *Bright Star* transcribed ra series featuring Irene Dunne a Fred MacMurray [BROADCASTI • TELECASTING, Aug. 13], result in contracts placing the progra in 97 markets, Ziv Executive V President John L. Sinn announc last week.

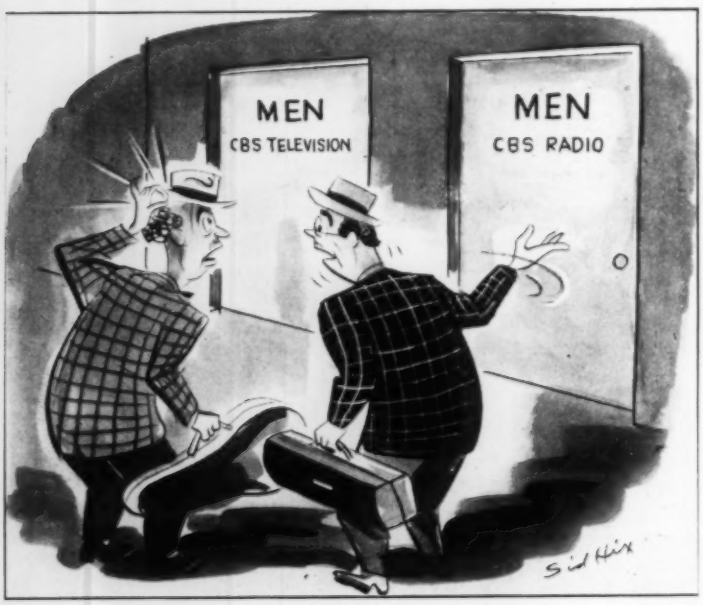
At the same time the compa announced an expansion of its sa force with the appointment Harold W. Falter, former gene manager of WVXI Biloxi, Mis and Marion A. Stoneking, form sales manager of KELO Sio Falls, Iowa. Mr. Falter will ha headquarters at Memphis; M Stoneking, at Sioux Falls.

In the initial week's selling *Bright Star*, to be released broadcast starting Sept. 24, mu market sponsors included:

Hudepohl Brewing Co., Cincinn which signed for the series in markets in Ohio, Indiana, Kentuc and West Virginia. Hudepohl agen is Stockton, West & Burkhardt Ad Cincinnati. Southwestern Public Se ice Co., Amarillo, bought the se for 16 cities in Texas, New Mexi and Oklahoma.

Gill Leaves Jones

FOLLOWING the preceding wee shakeup at Duane Jones Co., N York, when five executives w discharged [BROADCASTING • TE CASTING, Aug. 20], Don Gill, v president, resigned from the age last week. He did not reveal future plans.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"But what'll I do? I'm on a simulcast."

TENNIS MATCHES

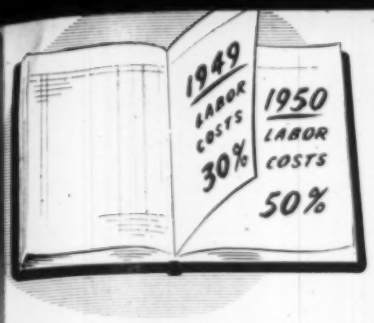
Spalding To Sponsor

A. G. SPALDING & Bros., New York, will sponsor the play-by-play description of the national tennis championships from Forest Hills on a special "custom built" coast-to-coast radio hookup. This marks the eighth consecutive year that Spalding has sponsored the event.

The play-by-play reporting will be handled by Lev Richards and Bob Thomas, tennis sportscasters. The match will be heard on more than 35 stations with WQXR New York acting as the key station feeding the other outlets. Games will be broadcast 3-5 p.m. Sept. 2-3.

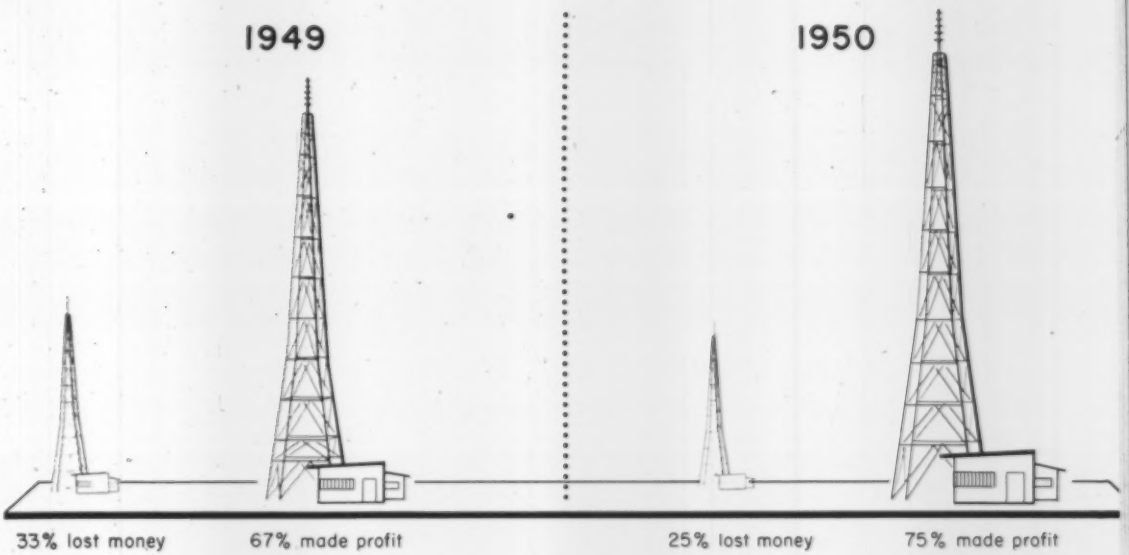
The games will be publicized in advance by widespread newspaper publicity, courtesy announcements by the stations, posters and streamers in dealers' stores and tennis and golf clubs.

Commercial announcements will promote not only Spalding but the services of all interested in tennis. The major mention will be given the Spalding-made Wright & Ditson tennis ball.



More Stations in Black

DESPITE RISING COSTS



THE number of radio stations operating at a loss in 1950 was well below 1949, despite television's impact, and this favorable trend is continuing in 1951, NARTB District 4 delegates were told Friday morning at the opening district meeting (see main story page 23).

Richard P. Doherty, NARTB employe-employer relations director, presented his annual analysis of station operating costs and income at the meeting. Afterward he conducted a series of informal panels on budgetary control and wage stabilization, featured by case histories. Tabulations for the operating cost analysis were compiled by Dr. Kenneth H. Baker, NARTB research director.

The financial health of both radio and television improved in 1950, according to Mr. Doherty.

Taking up the status of broadcasting, he said 1950 radio station revenues "rose markedly" during the 12-month period. In 1949, he said, 33% of stations operated in the red whereas in 1950 slightly fewer than 25% of stations lost money.

"There is no reason to believe that 1951 will not be just as good as 1950," he declared.

Costs continued "very high" in 1950, Mr. Doherty said. As to revenues, he said income per station had increased last year in all of the five major areas of the nation.

Local, Regional Outlets Fare Best of All

Local and regional stations, and stations in small and medium-size cities, enjoyed the best revenue records last year, he explained. On the other hand, average per-station revenues in 1950 for large stations and stations located in large cities were a little under 1949, presumably because of TV's impact in such cases.

In the case of TV stations, revenues continued their sharp upward trend for video outlets as a whole. However, the majority of TV stations operated at a loss in 1950 though this loss was noticably reduced in comparison with 1949.

Discussing radio operating costs, Mr. Doherty said these costs will continue to be high—just about as high as a year ago. The main factor in high costs is labor and personnel, he said, though most other operating costs per unit continue to rise.

"Over the last ten years total broadcast revenues for the industry as a whole slightly more than tripled," Mr. Doherty said. "The industry's total labor bill rose nearly fivefold, however. In the period just before World War II (1939-40) average total labor costs of the industry equaled 30% of total revenue.

Radio's Labor Increase Typical of All Industries

"By 1950 labor costs had risen to slightly over 50% of revenue. Radio is not unique in facing steadily rising wage scales and heavier labor costs. Virtually all segments of American industry are on an inflationary escalator as far as wage payments are concerned."

No person can quarrel that average weekly salaries in radio have risen in proportion to the trend in general wage levels and cost of living, according to Mr. Doherty. He noted that in the past decade the value of the dollar has declined and this has affected all industry.

Solution for Radio Is More Difficult

Radio stations face a difficult problem in meeting higher costs when revenues are not rising just as rapidly, he declared, because the solution can't be found in mechanization as in other industries.

Only solution for broadcasters, he explained, was to obtain increased output per-employe per-dollar spent. He offered five methods of meeting the problem of rising costs:

(1) More efficient operations.
(2) Better arrangement of work among the staff.
(3) More competent personnel.
(4) Elimination of wasteful featherbedding and unsound work restrictions.
(5) Better staff morale.

With few exceptions no radio station can be operated profitably for less than $45,000 per year, Mr. Doherty said, calling that figure the "irreducible minimum." In those cases with revenue under $50,000, he found, 80% are losing money. Only in the $50,000-$75,000 category is there a reasonable opportunity for a fair profit, his analysis disclosed.

"The answer?" Mr. Doherty asked rhetorically.

"Have a small, well-integrated and competent staff." Here he called on a number of broadcasters to explain how they arranged the work load.

Cost Ratios Vary According to Region

West Coast stations can expect higher cost ratios, he predicted, noting that costs are highest in that part of the nation. Next highest regions are North Central and Northeastern states. Costs reach their lowest in the South Atlantic and Southwest, he said, with the latter at the bottom of the list.

The majority of TV stations should make a profit in 1951, Mr. Doherty predicted, despite the fact that 25%-30% are still in the red.

At the same time he said the vast majority of radio stations are in the black. The survey indicates this trend will continue.

RADIO WAS HEALTHIER in 1950 than in 1949, with 75% of all stations reporting a profit, as compared with only 67% the year before.

BUT COSTS ARE RISING TOO. Labor costs equalled less than a third of total revenue in the period just before World War II. They were equal to half the total revenue in 1950.

THE BEST PROFIT-INSURANCE is to increase output per-employe per-dollar spent. Here's a report of the why's and how's by Richard P. Doherty, employe-employer relations director of NARTB.

XUM

BLAIR REALIGNS

Continues Expansion Plan

JOHN BLAIR, founder, president and principal stockholder of John Blair & Co., national radio representative, will become chairman of the board Sept. 1 in the first major change of executive structure since the company's organization 18 years ago.

Richard D. Buckley, vice president and manager of the New York office, will become president, and Robert E. Eastman, account executive in the New York office since 1943, will become a vice president and New York sales manager.

"The changes which we have made in our executive lineup represent a continuation of a plan of expansion which we set up three years ago," Mr. Blair explained.

"At that time, after considerable study, and contrary to much industry opinion then, we became convinced of the true competitive nature of radio and television. We therefore set up Blair-TV Inc., headed by William Weldon as president, as an entirely separate business to handle television alone. Blair-TV was the television industry's first exclusive national representative.

Objects of Blair-TV

"The formation of Blair-TV achieved several important ends," Mr. Blair said. "First, it discharged our obligation to the television stations by providing them with their own exclusive staff of trained specialists. In the second place, it allowed John Blair & Co. to continue to provide the same or improved service to its radio stations without dilution of interest or effort. Moreover, the devotion of [the] company exclusively to AM spot radio was a demonstration of our continuing faith in that medium."

The results, Mr. Blair reported, were continued growth for the radio company in personnel, services, advertisers and stations, and volume.

"While the spot radio industry has been growing," Mr. Blair added, "it has become more complex and the sales job has become more difficult. Coupled with this increasing complexity is that fact that in recent years we have spent increasing amounts of time with our stations in a joint effort to work out ways and means of preserving them for the future as important advertising vehicles in their area. As president, Mr. Buckley will of course contribute importantly to this work."

Mr. Buckley joined Blair in 1938 after several years with William Rambeau Co. Early in 1946 he was named a vice president and became New York office manager later that year.

The new vice president, Mr. Eastman, joined the company in 19[illegible] as an account executive, after a number of years' prior experience with NBC and ABC spot sales.

History of Firm

John Blair & Co. was formed early in 1933 as Grieg, Blair, and Spight. The original partners were Mr. Blair, Lindsey Spight, now vice president and San Francisco manager of Blair-TV, and Humboldt Grieg, now president and general manager of WHUM Reading, Pa. The company was reorganized under its present title in 1934. The first four stations represented were KNX Los Angeles, KDYL Salt Lake City, WOW Omaha, and WBNS Columbus, Ohio. Although the KNX account was automatically lost when CBS bought the station, since CBS has its own representation organization, the three others are still among those on the Blair list.

Mr. Blair

Mr. Buckley

Mr. Eastman

* * *

MORE CBS CHANGES

14 Given New Posts

REORGANIZATION into Radio and Television Divisions continued at CBS last week as executives announced 14 new appointments. They were:

Charles L. Glett received a dual title Thursday when he was named vice president in charge of network services, Hollywood, for the Radio Division and, separately, vice president in charge of network services, Hollywood, for the CBS Television Division.

In New York, Carl J. Burkland, general sales manager for CBS Radio Sales since 1948, was named director of station administration for CBS Radio Division. Wendell B. Campbell, western sales manager for CBS Radio network sales with headquarters in Chicago since 1950, was moved to New York to serve as general sales manager of CBS Radio Sales starting today (Monday).

All sales activities of CBS Radio Network and local sales (Central Division) will be supervised by E. H. Shomo, assistant general manager of CBS-owned WBBM Chicago and KMOX St. Louis. His assistant sales managers will be R. K. (Dutch) Huston for network sales and C. Gilman Johnston, assistant manager in charge of WBBM sales. These changes are also effective today.

Carl Ward, assistant general manager of WCCO Minneapolis-St. Paul, moves into the office of the general manager of WCBS New York to succeed G. Richard Swift. Until now general manager of both WCBS and WCBS-TV, Mr. Swift will retain his managership of the television outlet.

Shaw Appointed

The eastern sales manager for CBS Radio Sales since July 1950, William Shaw, has been named general manager of KNX Los Angeles and of the Columbia Pacific Radio Network, effective today. Other changes in CBS West Coast organization included the concurrent promotion of Edwin Buckalew as assistant general manager in charge of sales of KNX and the Columbia Pacific Network. Irving Fein was named director of publicity and exploitation, Hollywood, for the CBS Radio Division. Robert Meyer was named director of press information for the CBS Television Division, Hollywood, while Lloyd Brownfield continues as director of press information for the CBS Radio Division, Hollywood.

John G. Grant joined the legal department of the CBS Radio Division in New York, it was announced Wednesday.

Also from New York came word that four staff members have been named to the sales promotion and advertising department of the CBS Radio Division, which remains under the direction of George Bristol; Robert Elliott, former assistant promotion director of *Fortune* magazine, is director of network copy. Frank Nesbitt, recently associated with ABC-TV, joins network sales presentation division as a writer, and William Brower, WGVA Geneva, N. Y., as writer for the program and trade promotion division. Doris Johnston moves from the CBS legal department to become secretary to Mr. Bristol.

Mr. Glett is a former vice president in charge of television for the Don Lee Network and in recent months has served as administrative assistant for KTSL, CBS-owned television station in Hollywood. In his new position he will supervise general business and operations.

(Continued on page 74)

* * *

Mr. Glett

Mr. Burkland

Mr. Shomo

Mr. Campbell

Mr. Ward

Mr. Shaw

HOOPEREPORTS

Separate Company Formed

ORGANIZATION of Hoopereports Inc. as a separate company to publish, distribute and handle the "Hooper Brand Ratings" and "Media-Meter Reports," was announced last week by C. E. Hooper Inc. Parent company will continue to collect and publish broadcast audience information of the type contained in the the TV home and radio Hooperatings.

Warren T. Mayers, formerly advertising manager of *Look* magazine, has been made vice president and director of Hoopereports Inc. and will serve as eastern representative of the Brand Ratings and Media-Meter Reports. New firm has established headquarters at 55 W. 55th St., New York.

David Lasley, formerly with NBC's Central Div., will join C. E. Hooper Inc., Sept. 1 to serve as an account executive in Chicago.

STATION PENALTIES

Mulled by Congress

PROSPECT that Congress might press for tighter penalty provisions covering broadcast stations and other parties within the jurisdiction of Sec. 606 of the Communications Act appeared likely last week in connection with national defense legislation.

The possibility was held out during hearings on the Defense Dept.'s controversial electromagnetic radiations bill before the House Interstate & Foreign Commerce Committee Thursday. No action was taken by the group as the House began a three-week recess.

The committee received testimony from FCC Comr. E. M. Webster; Ralph Hardy, NARTB government relations director; and Maj. Gen. Francis Ankenbrandt, USAF. Session was called on a proposed amendment to the Communications Act which is designed to bring certain radiation devices (capable of serving as navigational aids) under Sec. 606 together with broadcast stations. It would also impose sanctions for wilful violations. Devices capable of radiating in excess of five miles are included.

The amendment, offered during the hearing by Rep. Lindley Beckworth (R-Tex.), would provide for separate penalties for "wilful failure" to comply with terms prescribed under Presidential authority and for more severe sanctions in cases involving "wilful intent to injure the United States."

The House proposal thus would distinguish between the degree of violations under a new subsection (h) to Sec. 606 of the Communications Act. The Senate Interstate & Foreign Commerce Committee, which held hearings on the legislation earlier this year, had set aside a $1,000 ceiling on fines and one year's imprisonment in the case of individuals, and a fine not to exceed $5,000 for corporations, or both [BROADCASTING • TELECASTING, July 16].

Fines Set

Under the House committee's tentative plan, persons who commit violations "with intent to injure the United States or with intent to secure an advantage to any foreign nation," would be subject to fines not to exceed $20,000 and imprisonment not over 20 years, or both.

This has originally been recommended, to a more stringent degree, by the Air Force, but the Senate Commerce Committee, under Sen. Edwin C. Johnson (D-Col.) had rejected the suggestion. The Senate adopted the committee report without objection [BROADCASTING • TELECASTING, July 30, 23].

It was not known when the House committee would report the bill. The House is in three-week recess which probably delays a formal report to the lower chamber unless the committee can obtain special permission to file it. In any event, House action on the bill (S 537) appeared unlikely this month.

Speaking for the FCC, Comr. Webster reiterated views on the bill which the Commission had offered in substantially the same form before the Senate committee. In testifying, he supported comments by Chairman Wayne Coy, inserted as part of the record of the hearings.

Chairman Coy had noted that Sec. 606 does not require "anybody to do anything or refrain from doing anything" but merely authorized the President to take action. In fact, he said, "it is possible that violations made pursuant to exercise of Presidential authority under Sec. 606 of the Communications Act would be held not to be in violation of Sec. 501," which sets forth general penalty provisions applicable to the whole Act. No provision of Sec. 606, in itself, contains any criminal sanction which applies to that section as a whole, he noted.

Thus, Chairman Coy explained, FCC is prepared to support a separate subsection (h), under the new bill, establishing certain criminal sanctions for knowing violations issued pursuant to exercise of Presidential authority under Sec. 606.

Comr. Webster, asked about illegal radio transmissions, cited the existence of more stations today and the difficulty stemming from the necessity of policing high frequency bands.

Mr. Hardy testified that "industry is very greatly concerned with the possible exercise of power" under the neutrality provision of the present act. He said he recognizes, however, that broadcasting, "by virtue of any of its great powers, would be subject to special scrutiny."

Questions Effectiveness

The NARTB government relations director also posed the "grave question as to the effectiveness of the control methods which have been devised, at least in their present state of evolution. We have not been advised of any secret plans the military may have, but we have been exposed to many of the plans that have been promulgated for discussion."

Mr. Hardy also questioned the possibility of illegal radio transmissions. "There is not anything, so far as we have been able to determine, that would preclude enemy agents operating in this country from carrying portable transmitting equipment . . . and setting (it) up immediately preceding a bombing attack on this country for use as a navigational aid." This, he added, "disturbs the broadcasters."

Mr. Hardy suggested an adequate monitoring policy over specious transmitters, pointing out that blacking out signals from broadcast transmitters alone would not guarantee against successful enemy "homing." (Also see FCC monitoring story.)

NARTB has no objections to penalty provisions currently contained in the Senate version, though he declined to comment for the present on the new House committee proposal.

Gen. Ankenbrandt traced the history of the bill, which the Defense Dept. had proposed late last year in the form of separate law. He said the language was purposefully broad because of constant development of new weapons.

The general and Rep. Charles

(Continued on page 72)

SILVER plaque showing the gratitude of Birmingham is presented to Henry P. Johnston (r), managing director of WSGN Birmingham, by Cooper Green, mayor of the Alabama city. The plaque was presented to the station on its 25th birthday. The inscription reads "To Radio Station WSGN on its 25th Anniversary of outstanding service to the people of Birmingham and Alabama, Cooper Green, Mayor."

GAMBLING STUDY

Senate May Open Hearings

EXTENSIVE hearings may be forthcoming on the anti-gambling information legislation now pending before the Senate Interstate & Foreign Commerce Committee, it was indicated last week.

The Justice Dept. is expected to present its attitude on anti-gambling regulations, which will be more in line with those desired by the Senate Crime Investigating Committee.

It was that committee which sent a series of bills on gambling information control to the Senate commerce committee, all of which involve FCC but only one (S 1624) which specifically bears on broadcast operations [BROADCASTING • TELECASTING, June 18, 11, 4].

If the Justice Dept. supports the crime committee's proposals—and it is expected to—then a repetition of detailed hearings such as those held last year on similar legislation can be expected.

FCC's position, outlined last year, has been restated again in an Aug. 14 letter from Chairman Wayne Coy to the commerce committee's chairman, Sen. Ed C. Johnson (D-Col.).

Chairman Coy urged the Congress to enact a flat ban on the interstate transmission of information that can be used in gambling operations. And FCC, he said, wants Congress to spell out criminal penalties for violators.

Last year, FCC defined gambling information as "bets or wagers, or betting odds or prices paid on any sporting event or contest." That is precisely the position it holds now, Chairman Coy's letter revealed.

Chairman Coy noted that the crime committee "stopped short" of proposing a complete ban on interstate transmission of gambling information (including prices paid and odds on future events) in order to avoid any claim that it was infringing on the freedom of the press and of radio.

But, FCC warned, it has been found that quick broadcasting of racing results and betting prices, as well as odds, is of great value to bookies and would become more so if regular wire services were restricted in their dissemination of such information.

Another bill (S 1563)—designed to put out of business the Continental Press Service, national horse racing news wire—would specifically exempt broadcasters from licensing requirements which would be administered by FCC.

Of this, the FCC Chairman warned the legislation could be construed to take away authority from the Commission in its efforts to stop broadcasts of direct gambling information by any licensed station.

Coy's View

Chairman Coy said:

As the committee is aware, the Commission has been confronted with cases where broadcasting stations have been transmitting information which enabled gamblers to carry on bookmaking activities, and the Commission feels strongly that any implication that the Commission does not have the power to prevent radio stations from operating in such a manner should be avoided.

Of the proposed licensing provision of the bill, Chairman Coy asserted, as he has before Congressional committees in the past, that its administration would be unwieldy and burdensome on the Commission's already taxed personnel.

XUM

HENNOCK HEARING OFF

New Date Soon

SENATE Judiciary Committee was scheduled at BROADCASTING • TELECASTING'S deadline to hear the judgeship nomination of FCC Comr. Frieda B. Hennock as soon as the committee agenda permits, possibly this week.

The hearing by the full committee had been scheduled for last Saturday [BROADCASTING • TELECASTING, Aug. 20] but was postponed because a survey of committee members indicated a quorum could not be mustered.

The announcement was made by Judiciary Chairman Pat McCarran (D-Nev.) late last week. He added that a new date would be set "shortly."

Despite this new delay, the Senate has in effect ordered a speedup on confirmation proceedings after a prolonged, three-month waiting period on President Truman's appointment of Miss Hennock to the bench in New York's southern district.

While storm signals have been posted, chiefly by law critics in New York, the Capitol Hill barometer climbed last week toward fair weather ahead.

The livelier pace also brought closer the eventual appointment of a successor on the FCC bench. Washington circles still offer the name of Robert T. Bartley, nephew of House Speaker Sam Rayburn (D-Tex.) to whom he is administrative assistant, as the favorite candidate being considered by the White House [BROADCASTING • TELECASTING, June 18].

Mr. Bartley is a former broadcaster and trade association executive, starting in radio in 1934. He is 42 years old.

Indication that the committee wants to get going on the nomination was evidenced by the decision to hold the hearing with the full Judiciary group in attendance rather than the three-man subcommittee as previously planned.

This procedure eliminates the necessity for a subcommittee report and its recommendation to the full committee and possibly the rehashing of testimony delivered.

It also was pointed out that the full committee hearing will tend to Miss Hennock's favor as a prolonged wrangle would surely dissipate chances for quick Senate confirmation.

Opposition to her appointment, announced in June by the White House, has come from law groups centered mainly in New York.

Mr. Bartley, leading contender to succeed Miss Hennock on the FCC, works behind his House desk as on the other side of the Capitol, hearings are being set on Madame Commissioner's bid for a New York judgeship.

* * *

First to come out against the appointment was the Assn. of the Bar of the City of New Y... which registered opposition t... day after the nomination was a... nounced in Washington.

That group, subsequently back... up by other lawyer associations ... the Empire State and also t... American Bar Assn., alleged M... Hennock to be "totally unqua... fied." The reason for the bar... opposition was never made publ... In addition, the New York Coun... Lawyers Assn. and the New Y... State Bar Assn. have protested.

However, support also has be... registered, chiefly from wome... units. A legal group favoring h... nomination is the New Y... Women's Bar Assn.

FCBA Approves

As early as the week her no... ination was announced, Miss He... nock received congratulations fr... FCC, itself, and significantly, th... Federal Communications Bar Ass... adopted a resolution saying it w... the opinion of FCBA that in th... "judicial functioning" of the Co... mission, Miss Hennock "has dem... onstrated her legal ability and ... fair and judicial attitude" in ma... ters coming before FCC's consi... eration.

Miss Hennock would succee... upon confirmation, Judge Alfre... C. Coxe, retired. Her salary wou... be the same as Commissioner... $15,000 per year. However, th... judge appointment is for li... tenure. Miss Hennock's term a... Commissioner expires June 1... 1955.

HIGGINS NAMED

KMBC V.P.-Managing Dir.

GEORGE C. HIGGINS, vice president in charge of sales for KMBC Kansas City, is to become vice president and managing director of the station on Oct. 1. Announcement was made by President Arthur B. Church last Thursday following disclosure Aug. 20 that Karl Koerper was resigning his KMBC post to accept a vice presidency at the Kansas City Power & Light Co.

Mr. Higgins

Mr. Higgins joined KMBC earlier this year after resigning as general manager of WISH Indianapolis. As operations head, he will continue to actively supervise sales.

Mr. Church expressed surprise that Mr. Koerper was leaving the organization, saying:

Of course, I am very sorry to lose him but I wish him only the best in the highly important position he will occupy. He will be available to us in an advisory capacity as long as is necessary. Fortunately, we have in George Higgins an experienced man, fully qualified to assume the post of operations head on Oct. 1 after Koerper leaves. He will continue to manage KMBC-KFRM sales activity in addition to his new administrative responsibility.

It was also announced last week that Arthur B. Church Jr., son of the president and founder of KMBC, on Aug. 16 had joined KMBC and its sister station KFRM in a sales capacity. The younger Mr. Church, a 1950 graduate of Amherst, until recently had been acquiring radio background and experience at CBS and WBBM Chicago.

UNION PACTS

WSB Regional Boards To Weigh Appeals

CERTAIN appeals for wage adjustments negotiated by talent and technical broadcasting unions with individual radio-TV stations are coming under the watchful eye of regional Wage Stabilization Board offices under a new decentralized policy announced last week.

Primarily, these petitions involve pacts reached by local broadcasters with AFRA, IBEW, NABET and other unions and providing for more than the basic 10% increases allowed by the board over the January 1950 base period.

Under a policy announced last Wednesday by WSB, 14 regional boards comprising industry and labor members are being set up to process appeals and generally facilitate the operation of the wage program. Petitions involving network contracts will remain under national WSB jurisdiction, it was indicated.

Other Appeals

A number of cases involving individual stations have been filed with WSB and will be referred to regional branches for processing. WSB authorities said last week that the agency previously had rejected other appeals but were unable to identify the broadcasters or unions involved. One of those reportedly turned down concerned WHK Cleveland, but details were unavailable.

One petition was known to be slated for rerouting, however, to the regional level—that of IBEW and WBKB (TV) Chicago. Both parties are awaiting approval of terms stipulated in a new contract agreed upon but not yet signed.

Also hanging in the balance are pacts negotiated by NABET with KGO-AM-TV San Francisco. The radio agreement covers four writer-producers, calling for a basic weekly salary of $120 compared to the former $85-$95 scale —or a better than 10% increase. The TV agreement deals with production assistants and scenic artists, who stand to realize monthly salary boosts from 25% to 50%.

The general wage level currently being sought by NABET invited speculation that other appeals would be filed with regional WSB offices, perhaps in cases involving KNBC Hollywood and KSMO (FM) San Mateo, Calif., among others.

WSB regional directors (to be designated chairmen) will be delegated authority to process and act upon wage adjustment applications, petitions involving base period abnormalities, and productivity increases. The national board will continue to handle appeals on companies "located in more than one board region" (networks with more than one station included ... negotiations) and disputed cases.

The 14 regions comprise Bosto... New York, Philadelphia, Richmon... Atlanta, Cleveland, Detroit, Ch... cago, Minneapolis, Kansas Ci... Dallas, Denver, San Francisco an... Seattle. Four representatives wi... be drawn each from the industry... public and labor fields to make u... the regional offices.

In the IBEW-WBKB case a ne... contract, which would be in effe... until Aug. 31, 1952, provides for ... 3½ year wage escalator with ... starting salary of $80 for eng... neers, an increase from $72.50. Th... maximum remains $137.50. Co... tract also provides for five super... visory jobs, paying a flat $162.5... weekly, which have been filled b... three IBEW and two WBKB me... who will join the union.

Management has agreed to ... three-week vacation yearly an... premium pay for holidays, wi... contract terms retroactive to Ma... 1. Only element still to be decide... is the pending jurisdictional di... pute with the International Ass... of Theatrical Stage Employe... (IATSE), Chicago Local 666, whi... claims authority over cameramen... IBEW, which has most of th... cameramen in the country, hopes ... settle the matter with IATSE wit... out going to the National Lab... Relations Board, and union di... cussions are going on now at th... international level. The IATS... contract covering WBKB camer... men expires Sept. 28.

XUM

No. 5 IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Educational Programs

IN IOWA, WHO IS THE PREFERRED EDUCATIONAL PROGRAM STATION

One of the twentieth century's most dramatic developments is the sudden emergence of the *modern farmer* and the modern *farm family*. Freed from impassable roads and stifling isolation, the average Iowa farm household is now more progressive and more prosperous than the average *American* household.

Radio has played an enormous part in this transformation. It has helped teach and "sell" our people new ideas of every sort — economic, cultural, social. In 1950, Iowa listeners were asked to appraise the jobs being done by *radio* and by *schools*. The following chart (from the 1950 Iowa Radio Audience Survey) tells the story:

ADULT APPRAISAL OF SCHOOLS AND RADIO
(An Iowa Radio Audience Survey Study)
Figures are weighted percentages of all questioned in radio-equipped homes*

In this area they are doing:	WOMEN		MEN	
	Schools	Radio	Schools	Radio
An excellent job	11.4%	13.2%	10.7%	12.2%
A good job	59.5	69.2	60.1	70.9
Only a fair job	12.3	13.2	15.0	13.0
A poor job	1.2	1.0	1.3	1.5
Don't know	15.6	3.4	12.9	2.4
	100.0	100.0	100.0	100.0

**Figures have been weighted to give correct influence to women and to men in urban, village and farm homes.*

Year in, year out, Station WHO devotes a very sizable part of all its programming to *Educational Programs*. In 1946, WHO conceived and pioneered the Plowing Matches and Soil Conservation Days which have swept the nation ever since, and have taught millions of farmers "how to do" the kind of terracing, draining, plowing, etc. that improves farm lands, produces record crops.

In 1941 WHO inaugurated the annual Master Swine Producer Project which has helped ever since to make Iowa the nation's top hog-producing state (20% of the U. S. total).

In 1946, '47, '48 and '49, WHO won National Safety Council Awards for promoting Farm Safety. In recent years we have won two Distinguished Service Awards from the National Board of Fire Underwriters for our spectacular promotion of Fire Safety. In 1940, we inaugurated the Annual National Radio Corn Festival, which has unquestionably contributed to the nation's vastly-increased corn production. *All these and many other Public Education projects are sponsored . . . by WHO alone!*

This is Point Five in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

STATIONS BROADCASTING "BEST EDUCATIONAL PROGRAMS"

STATION	WOMEN LISTENERS	MEN LISTENERS
WHO	41.7%	50.5%
"A"	13.1	9.3
"B"	6.1	4.9
"C"	5.4	2.9

(Source: 1947 Iowa Radio Audience Survey)

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

XUM

RADIO FREE ASIA

Support Urged At W. Va. Meet

AMERICAN broadcasters were called upon to support the Asian counterpart of Radio Free Europe by Col. James T. Quirk, just returned from Korea, who addressed the West Virginia Assn. of Broadcasters last Friday.

The broadcasters were holding their semi-annual meeting at the Greenbrier in White Sulphur Springs, W. Va. Aug. 23-24.

Col. Quirk recently returned from the post of special assistant to the United Nations Supreme Commander in the Far East, Gen. Matthew Ridgway, and has joined the *Philadelphia Inquirer* as general promotion manager. Before taking the UN post, he was program director for WFIL Philadelphia.

He declared that American broadcasters, "who play such a vital part in communications in our own country, should be conscious of the tremendous need for establishing a basis for communication with people of the East." He stressed that "we are under great delusions if we believe that people in the Far East have faith or confidence in our motives . . ."

Association President Joe L. Smith Jr., president of the Personality Stations (WJLS Beckley, WKNA Charleston and WKWK Wheeling), opened the meeting.

Mr. Smith pointed out that the West Virginia station association is the only one in the country to have pledged a definite sum of money—$30,700—for support of the Crusade for Freedom, sponsor of Radio Free Europe.

The WVAB also heard talks by BAB President William B. Ryan on "How to be a Better Radio Salesman" and Fred A. Palmer, management and operations consultant of Columbus, Ohio, on "You Are a Salesman."

On Thursday the broadcasters reiterated their support of Radio Free Europe and endorsed BMI's "Young Composer's Contest" and "Children's Book Reviews."

They also expressed opposition to West Virginia legislat... House Act 226 which forbids ra... stations or newspapers to acc... advertising from non-approved ... surance companies. The bro... casters maintain the burden ... proof should rest on the adv... tisers, not the media handling th... sales messages. It was decid... to turn the whole matter over ... NARTB.

Friday's program opened w... BMI's "Program and Sales Clini... led by Chairman Lin Pattee ... BMI. Speakers for BMI inclu... Glenn Dolberg, BMI; Harry M... Tigue, WINN Louisville, Ky.; Ro... ert J. Burton, BMI; Sam Carr... WRVA Richmond, Va., and Dw... Baylor, WJMO Cleveland, Ohio.

Speaking for the West Virgin... broadcasters were John T. Gelde... WCHF Charleston; Frank E. Sho... fer, WEIR Weirton; J. Robe... Kerns, WMMN Fairmont, and W... liam R. Barrett, WJLS Beckley.

Col. Quirk's address to the Fr... day luncheon session was follow... by BMI President Carl Haverli... address closing the "Program a... Sales Clinic."

LOOK AT SAVANNAH!

LOOK AT THE No. 1 STATION!

Take a **Good Look** at the **BMB Study No. 2.** See that **WTOC** gives the **Advertiser More** total weekly **Audience** in **Savannah** and more unduplicated Audience in the **Savannah Area** than any other station—

No. 1 in HOOPER SURVEY

No. 1 in BMB (50 MILE RADIUS)

No. 1 in NUMBER OF NATIONAL ACCOUNTS

MEMBER: GEORGIA TRIO CBS RADIO NETWORK

For Full BMB Story See Any Katz Man

WTOC

SAVANNAH, GEORGIA

KBR STATIONS

Yankee, MBS Ties Sever...

FOUR stations licensed to ... Granite State Broadcasting Co. In... have severed affiliations with M... and the Yankee Network, it w... learned last week.

The stations are WKBR Ma... chester, WTSV Claremont, WT... Hanover-Lebanon, all in Vermo... and WTSA Brattleboro, Vt. Seve... ance of affiliations became effec... July 29.

William F. Rust Jr., general ma... ager of the KBR Stations, as th... are known, explained that rec... network rate reductions, the i... position of free commercial ho... and the widespread sale of pa... ticipating network announcem... within Yankee Network shows ha... combined to make further affi... tion impossible and uneconomi...

"I am afraid," commented M... Rust, "that in this case the ... work is killing the goose that l... the golden eggs. By tailoring ... local programs to suit our own l... markets we can best serve our c... munities and can continue ... growth in our non-television m... kets regardless of how badly ... competition may induce the nat... wide networks to undermine th... rate structure."

Owners of the Granite St... Broadcasting Co. Inc. are listed ... FCC as William J. Barkley, pr... dent and director; Mr. Rust, tr... urer and director; H. Scott Killg... vice president and director ... Ralph Gottlieb, WKBR comme... manager.

WCDL Carbondale, Pa., a ... night ago announced it was ... ing up its MBS affiliation bec... of network rate cuts [BROADC... ING • TELECASTING, Aug. 20].

Polling the experts on Cleveland's best buy

Horace Norris, Nat'l. Adv. Mgr., says:
"As I see it, the basic plot is concentration on our key markets. That means radio, America's No. 1 mass medium, and in Northeastern Ohio, that means WTAM—the only station to deliver sizeable audience in all four markets of Cleveland, Akron, Canton and Youngstown. And at the cost of a single schedule. To get 4 for 1, better buy WTAM."

Stewart Stuart, Acct. Exec., adds:
"When I want to wake up a market, give me a station's grass-roots impact. Sure, WTAM is Cleveland's lowest cost-per-1000 station for announcements. But it's the community identification that gets me—the *only* NBC station in the entire area, and the first 50,000 watt station in Northern Ohio. It's old-fashioned good radio without fooling."

Morton Horton, listener, concludes:
"I'm thinking of the WTAM shows I live by. Up in the morning to *Jay Miltner*. Off to work on time thanks to *Tom Haley*. Then the little lady tunes in *Woman's Club of the Air*. And after an evening of the big NBC shows, I'm sold on the *11 PM News*, and wind up happy with *Tom Manning's Sportcast*. It's Cleveland's finest listening, and I come from Cleveland, so I ought to know."

Monroe Monroe, Timebuyer, insists:
"I want to send up skyrockets on audience size. With the largest daily BMB audience in Cleveland and over twice the audience of any other station in the entire Northern Ohio area, WTAM has the highest Hoopers in more periods of the noon to midnight peak listening time than any other area station. Yes, WTAM rates better than any other station."

All the experts agree . . . Whatever your angle, the conclusion just can't be denied—WTAM is Cleveland's best radio buy. And just so, all seven major market stations represented by NBC Spot Sales are the best buys in their areas. And that's only one reason why first calls just naturally are put in to NBC Spot. Serving only seven key radio stations, your NBC Spot Salesman has the time to devote to your account . . . the knowledge, organization and research services to show what Spot can deliver for you in the nation's key markets . . .

via RADIO, America's No. 1 mass medium.

WNBC—New York
WMAQ—Chicago
WTAM—Cleveland
WRC—Washington
KOA—Denver
KNBC—San Francisco
WGY—Schenectady—Albany—Troy

represented by

NBC Spot Sales

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

WKY
FIRST
FIRST
FIRST
WKY AM
TV
OKLAHOMA CITY

KLAHOMA'S FIRST RADIO STATION

N COVERAGE

No other station reaches as many Oklahoma homes, day and night, as WKY.
*BMB Study No. 2, Spring, 1949

336,280 *Daytime Families*

292,120 *Nighttime Families*

N AUDIENCE

Year in and year out, WKY holds top spot among Oklahoma City stations.

	WKY	Sta.B	Sta.C	Sta.D	Sta.E	Sta.F	Sta.G
rning (Mon.-Fri.)	**35.2**	20.6	22.3	4.9	5.8	4.4	3.6
ternoon (Mon.-Fri.)	**51.0**	15.1	7.8	5.4	6.2	7.0	5.4
ening (Sun.-Sat.)	**44.9**	26.6	15.8	7.9	*	*	*

Hooper Audience Index, March-April 1951
*Sign off at local sunset

Look how WKY stands among all NBC Stations
April-May Hooper Index, 1951

WKY MORNING 2nd
AFTERNOON 1st
EVENING 1st

MARKET IN OKLAHOMA

The 62 Oklahoma Counties in WKY's Daytime BMB Area Contain:

3% of the state's Population
1% of the state's Total Retail Sales
1% of the state's Food Store Sales
1% of the state's Drug Store Sales
72% of the state's Automotive Sales
87% of the state's Gross Farm Income
*Source: 1951 *Sales Management* Estimates

erving Oklahoma for 31 Years

And Remember WKY-TV is Oklahoma's FIRST TELEVISION STATION

Now . . .

SCRANTON

Join America's No. 1 Radio Network

W S C R

SCRANTON, PA.

Operating On A Full-Time Schedule, Day and Night, Since August 5th

NOW BECOMES AN AFFILIATE STATION OF N.B.C.

N. Network Programs of the NBC Chain begin in Scranton on Sept. 30th

B. Brings the tremendous Scranton Market, covering 350,000 listeners, for the first time on *America's No. 1 Radio Network. . . .*

C. Contact us immediately, or THE WALKER COMPANY, our National Representatives for the choice Fall commitments . . . .

For REAL COVERAGE of the Scranton Market— Schedule

W S C R

The N.B.C. Affiliate Station in Scranton, Pa., beginning September 30th

1,000 Watts Daytime
500 Watts Nighttime

DAVID M. BALTIMORE
President & General Manager

Studios: 116 Adams Ave., Scranton, Pa.

MOCK invasion of Raleigh-Durham, N. C., area by "aggressor" force during U. S. Army maneuvers in the Tar Heel State included an "attempt" by the aggressors to take over facilities of WPTF Raleigh, 50 kw outlet. As part of Operation "Southern Pine," invading troop's Marshall Arturo Aguinaldo (r), leader of the forces, tries to bargain with Richard H. Mason (l), vice president and general manager. Ready to take the microphone is "Loreli Latina," the aggressor's "Axis Sally."

Radio Unity Grows

(Continued from page 23)

identifying himself, emphasizes: "Listen! Wherever You Go, There's Radio."

The same slogan is being carried on WBS correspondence and material distributed to stations, agencies, etc., in addition to being used as closing line on future World programs.

Discussing the Detroit and Tulsa campaigns, BAB Chief Ryan said they "are providing a splendid example to the rest of the industry" but that "our plan, when it is ready, will make it possible, we hope, to start overnight a full-scale movement in this direction."

He said he recently wired the presidents of all state broadcasters associations for recommendations for top-flight promotion men to work as a special committee on this and other projects.

The three "general lines" he advocated for cooperative promotion were described by Mr. Ryan as follows:

"First of all, the individual station operators in a market or community must meet together, not just once, but often. They should meet with one another at least once a month to discuss their overall commercial sales problems and the strategy for meeting and solving these problems locally.

"They should, and this is still part of step one, combine their efforts wherever it is at all possible, pooling their resources for local surveys and other research that is of a non-competitive nature, etc. Since they all are drawing their local revenue from the same advertisers, the broadcasters should by all means try to agree on wh the fundamental values of loc radio actually are and jointly m to it that advertisers becom aware of these values.

"Step two should consist of ca rying out audience promotion t increase tune-in. There should b always a central theme and c course, as in step one, the cos should be shared equitably.

"Step three—and this grows i importance all the time—is for th whole group in a community t plan a full year's activity in publi service programming. I am con vinced that radio broadcasters in a community can easily do a bette public service job than any othe media group if they will just mak the effort and try conscientiously to be really helpful and useful in the many worthwhile projects tha deserve their fullest support."

He said "the important thing" in public service programming "i to develop a sound and solid plan" for handling such shows—"to meet with and make these plans with the top people locally who are re sponsible for their community' participation; to follow through on the plan in every detail.

"Recognition will follow immedi ately and automatically," he con tinued. "The broadcasters need never worry that their generous efforts will go unnoticed."

Mr. Ryan's congratulatory wire to the Tulsa and Detroit broad casters went to William B. Way gentral manager of KVOO Tulsa and chairman of the group of six stations which formed Associated Tulsa Broadcasters to promote ra dio as the most economical and effective advertising medium; and to Hal Neal of WXYZ Detroit, who heads the group of seven Detroit stations who allied themselves for a similar purpose.

The BAB executive said the goa of the Detroit and Tulsa groups "is a basic objective of BAB."

"I have featured this objective in all of my talks and BAB will continue to plead this cause until the broadcasters of every city and town in the U. S. are working jointly for their own welfare and the general welfare of radio," he said.

TULSA AM

Vast Plurality of Radio Homes Cited by Unity

TULSA's concerted and unified AM radio campaign is getting off to a facts-and-figures pace.

The city's six stations are conducting an all-out local cooperative drive to emphasize radio, as are some eight outlets in Detroit, indicating a trend in joint promotion efforts [BROADCASTING • TELECASTING, Aug. 20].

The Tulsa group, called the Associated Tulsa Broadcasters, has just released a promotion piece prepared independently by a local research firm that purports an overwhelming number of radio homes in the market area.

The study was conducted by Leslie Brooks & Assoc., Tulsa research consultants. It claims 212,940 radio homes in a specified Tulsa area, as compared to 31,072 "television homes and businesses as of July, 1951."

Explaining its survey, conducted for participating association members KAKC KFMJ KOME KRMG KTUL and KVOO, the Brooks firm asserted it was taken "in Tulsa and in 40 towns in the Tulsa TV area."

To back up the accuracy of the figures, the Tulsa broadcasters bung this challenge; "$1,000 reward! Associated Tulsa Broadcasters have posted $1,000 with the First National Bank and Trust Co. of Tulsa to be given to the first person proving the Brooks survey is not within 5% of accuracy, as of date made."

It was further stated that the survey embraced a 3,416 interview sample, "statiscally valid within 2%." Market saturation according to the survey, is 21.0% TV homes and businesses compared to 98.8% radio homes in the city of Tulsa. In the so-called Tulsa TV area, exclusive of the city, Brooks found 11.3% TV homes and businesses, 98.3% radio.

Further figures released: Families with both TV and radio sets, average listening viewing per day, 4.28 radio, 4.45 television; those with radio sets only, average per day is 5.3 hours.

Copy of the survey, according to the brochure, can be obtained by writing any one of the Tulsa stations or from their national representatives.

Tale of The Graph

AS PART of Tulsa's AM radio promotion campaign, KTUL Tulsa has prepared a chart showing a drop in TV sets manufactured last spring. Station's chart points up a corresponding rise in radio set production for the same period. Figures, according to station, are taken from Radio - Television Mfrs. Assn.'s computations. While chart goes from January 1950 to June 1951, station emphasizes that in July 1951 TV industry turned out "only 106,055 sets—a brand new low. During the same period, radio manufacturers turned out 734,281 sets."

WERE is the first station in Cleveland

Hooper Radio Audience Index Total Rated Time Periods JUNE-JULY 1951	
WERE	**30.5**
A	26.0
B	7.6
C	4.1
D	7.7
E	6.6
F	13.3

Sunday through Monday
8:00 A.M.-10:30 P.M.

O. L. TAYLOR COMPANY
National Representatives

5000 WATTS • 1300 KC

CLEVELAND, OHIO

WERE

XUM

AD VALUE

Radio Backs AFA Promotion

ADVERTISING men will turn to radio for major help in their sixth annual campaign to inform the public of the value of advertising, it was indicated last week when Advertising Federation of America launched its 1951-52 drive.

The federation will send recorded commercials to an estimated 1,000 stations throughout the country, stressing variations of the campain theme: "Advertising Gives You More for Your Money." Eight messages, three one-minute, one 25-second, two 15-second, and two 10-second transcriptions, will be recorded on a single vinylite record.

Radio was put to further use when closed circuits of NBC and ABC were used to introduce the campaign to radio officials and local advertising clubs. Ben R. Donaldson, director of advertising and sales promotion for the Ford Motor Co., spoke Wednesday over NBC facilities, and Albert L. Morse, vice president of Goodall Fabrics, spoke Thursday on ABC circuit.

The AFA campaign, expected to achieve its peak this spring, will reach an estimated 75 million people through radio, newspapers, magazines, outdoor, and transportation advertising. No television facilities will be employed.

S.E. FM NETWORK

Discussed at Birmingham Meet

FORMATION of a five-state FM network was discussed recently at a FM broadcasters' meeting in the studios of WSGN Birmingham.

They pointed out that due to the increasing number of FM set owners, separate programs based on the interest of large rural groups may be necessary.

The FM broadcasters from Alabama, Georgia, Tennessee, South Carolina and North Carolina appointed Henry P. Johnston, managing director of WSGN-AM-FM, chairman of a committee to study prospects for a FM network.

Those attending were:

John Evins, Hart-Greer Inc., Birmingham; D. H. Grigsby and Ted Leitzell, Zenith, Chicago; Bomar B. Lourance, Bomar Lourance & Assoc., Charlotte, N. C.; L. S. Hart, Hart-Greer; Mr. Johnston, WSGN-FM; E. F. Lindgren, Zenith, Altanta, Ga.; Louis R. Draughon and E. S. Tanner, WSIX Nashville; Norman A. Thomas, WDOD Chattanooga; John S. Hart, WBIR Knoxville; Earl W. Winger, WDOD; H. J. Cristadoro, Radio Speciality Corp., New Orleans; Robert D. Williams, WSGN-FM; Harold Keown and Jack Langhorne, WHBS-FM Huntsville; Pat Courington, WAVU-FM Albertville, Ala.; James Hudson and Malcolm Street, WHMA-FM Anniston; L. A. Womeldorf and E. G. Wulker, Graybar, Birmingham; Lem Coley, WRFS-FM Alexander City, Ala.; Dige Bishop, WCTA-FM Andalusia, Ala.; Ben Akerman, WGST-FM Atlanta; Louis Blizzard, WHOS-FM Decatur, Ala.; Seagle Bender and Edward D. Kamme Sr., Sou. Furn. Sales, Chattanooga; D. H. Long, WABB-FM Mobile; F. R. Shibley, Nelson Radio & Supply, Mobile; Jim Woodruff Jr., Joe Gamble and George Gingell, WRBL-FM Columbus; Thad Holt, WAFM Birmingham; James Connolly and George Johnston Jr., WJLN Birmingham; Lionel Baxter, WAFM Birmingham.

STATION SALES

KALI, KAFP, WIBS Affect

SALES of two California ra stations and one in Puerto R were revealed last week. Stati are KALI Pasadena and KA Petaluma, in California, and WI Santurce, P. R. All must have F approval for transfer.

KALI was sold by John H. Po to Consolidated Broadcasting for $40,000. New owners inclu Henry Fritzen, Los Angeles adv tising agency owner; Jack Reed chief engineer, and Charles Hugh account executive, both with KX Pasadena. KALI operates with kw daytime-only on 1430 kc and affiliate with LBS. Sale was nece sary under FCC's duopoly ru because Mr. Poole got a grant March for KBIG Avalon. KBIG due to begin broadcasting early March with 10 kw daytime-only 740 kc and will cover the L Angeles area.

Year-old KAFP (250 w on 14 kc) was sold for $30,000 to radi men V. A. L. Linder and Willia A. Exline. Mr. Linder is n continuity supervisor and a pr duction director of KEX Portlan Ore., and will be president an general manager of KAFP. M Exline is now news editor of KSL Salem, Ore. Associated with the is M. E. Linder, now with the U. Dept. of Labor, who will be sale manager. Sale was handled throug Blackburn-Hamilton Co.

Following closely after th $375,000 sale of WIAC San Jua to WKAQ in the same ci [BROADCASTING • TELECASTING Aug. 13], WIBS Santurce has be sold for $174,200 to Thomas Muni manager of WIAC, and Ramo Pares, former assistant manage of WKAQ. Sellers are Adol Veve and associates. WIBS ope ates with 10 kw on 740 kc, dire tional. Mr. Munitz will be manage of WIBS and hopes to change c letters to WIAC after presen WIAC call is changed to WKA

WOULD DENY BID

For D.C. Suburb AM Outle

DENIAL of a new AM station f Washington suburb, Bradbu Heights, Md., was proposed in a initial decision issued Thursday FCC Hearing Examiner Hugh Hutchison. Chesapeake Broadca ing Co. had applied for 1540 there with 1 kw daytime only.

Examiner's initial decision ma tained that the standards of g engineering practice would not satisfied since they "expressly pr vide that in case a Class II, III or IV station is located in a met politan area the interference-fr contour shall include 90% of t population of said metropoli area."

The proposed assignment Bradbury Heights would rend primary service to only 45% of t Washington, D. C., metropoli area in which Bradbury Heights located, the decision said.

"THE RED GRANGE FOOTBALL SHOW"

RADIO'S No. 1 FOOTBALL SHOW!!

ALL-TIME ALL-AMERICAN!

- PREDICTIONS
- HEADLINE NEWS
- FEATURE STORIES
- BIG NAME GUESTS

A fast moving 15-minute show, once a week for 13 weeks, during the football season. Begins week of September 16, and runs through week of Dec. 9. Show is recorded weekly following week-end games, and expressed for Thursday or Friday broadcasting.

"LET RED GRANGE CARRY THE BALL FOR YOU!"

For Prices and Information

WRITE...WIRE...PHONE!

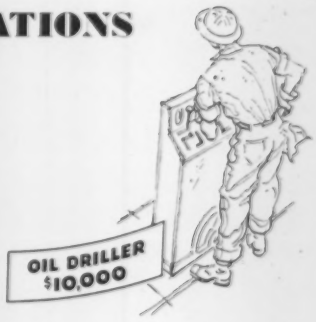
GREEN ASSOCIATES

PHONE—WHitehall 4-0818

520 NORTH MICHIGAN BOULEVARD • CHICAGO 11, ILLINOIS

New job?

HERE'S THE COST OF TOOLS FOR 5 TYPICAL U. S. OCCUPATIONS

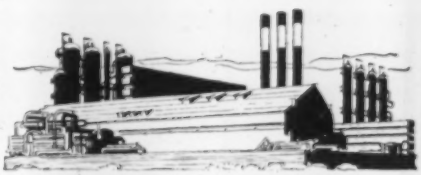


1. It takes all kinds of tools to keep America running and all kinds of tools to keep Americans employed. In many jobs the cost of these tools is relatively little. So almost any man can provide them for himself. In others, the cost is great. So in order for a man to put his talents to work, he needs help in the form of capital from others.

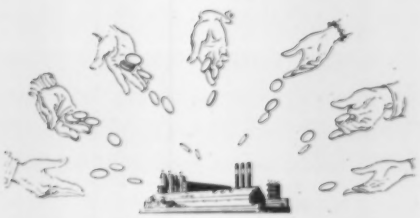
2. This is one of the main reasons why we need all sizes of businesses in America—big, medium and small. The average oil well drilling rig, for example, costs about $200,000. For the 20 men who make up its 4 crews, this represents a tool investment of $10,000 per man.

3. High-cost tools are typical of the oil business. So is the large amount of capital required for raw-material supplies, transportation systems, etc. Our average investment at Union Oil, for example, is $67,000 (in refineries, ships, tools, rigs, oil lands, etc.) for each one of our 7974 employees.

Sources for tool costs: "Selecting and Operating a Business of Your Own," by G. E. Larson in *Survey of Current Business;* Painters, Decorators & Paperhangers of America District Council, A. F. of L.; Carpenter's District Council of Los Angeles County, A. F. of L.; Union Oil Company of California.



4. That's why you find many *big* companies in the oil industry. A rough carpenter can set himself up in business without outside help. But the only way we could have financed the $67,000 worth of tools, equipment and raw-material supplies that are required for each of our employees was by pooling the money of a lot of people.



5. This pooling process resulted in a corporation known as Union Oil Company, owned by 36,012 individual stockholders. (The largest one of our stockholders owns less than 1¼% of the total stock of the company.) By some standards Union Oil Company is big. By others it is small.* But big or small, its size is a direct result of the economic functions it has to perform.

*The U. S. government, for example, is so much bigger than Union Oil Company that it takes in and puts out almost as much money *every day* as Union does *in an entire year.*

UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil.

MONITORING FUNDS *FCC, Defense Budgets Cut*

FCC's request for additional monies to expand radio monitoring activities embracing certain phases of its emergency broadcast plan and detection of illegal radio transmissions was wiped out by an economy-minded House bloc last week and earmarked for stormy debate in the Senate.

In a drastic move, the lower chamber voted down a $1 million sum approved by the House Appropriations Committee for monitoring activities in a supplemental funds bill (HR 5215). President Truman originally had requested $1,340,000 for this purpose [BROADCASTING • TELECASTING, May 31]. The bill was passed last Monday and sent to the Senate.

At the same time, the House equally showed little concern in slashing federal civil defense funds, preserving intact an almost 90% reduction approved by the House committee. Monies for attack warning and communications systems were voted, however, by the House.

Prime mover behind maneuvers to eviscerate the Commission's monitoring expenditures was Rep. John Phillips (R-Calif.), who declared that FCC had been given sufficient regular funds "to absorb more urgent expenses of the war like this one." Congress had given the Commission $6,116,500 for fiscal 1952, considerably less ($733,350) than the amount asked by the Chief Executive [BROADCASTING • TELECASTING, Aug. 20, 6]. Rep. Phillips proposed the amendment which wiped out FCC funds.

The proposal drew sharp comment from Rep. Albert Thomas (D-Texas), who protested that the funds were vitally needed for national defense work. He told House colleagues that the FCC had detected transmission of unauthorized shortwave radio signals piped from within the District of Columbia to Iron Curtain countries. He urged caution in fund-cutting, noting that the House committee already had pared expenses 25% to 30%. FCC declined comment on the revelation. Both Reps. Thomas and Phillips are members of the House Appropriations Committee whose subcommittee held hearings under Rep. Thomas last June.

Rep. Eugene Cox (D-Ga.), vitriolic critic of FCC, added fuel to the fire with another outburst directed at Commission personnel with particular emphasis on alleged leftist influences within the agency's legal department. Once again he chided FCC Chairman Wayne Coy, noting his former association with the *Washington Post* as director of radio activities [BROADCASTING • TELECASTING, May 14]. Taking another tack he stated:

. . . Not an additional dime should be appropriated to the [FCC]. It has been able to get . . . for a number of years . . . money far in excess of what the Commission might legitimately use. It is overstaffed. It was operated as a coverup for Communists during the last war. It is at this time staffed with extreme leftists. In their legal department alone, they have 97 people, 67 of whom are lawyers. . . . They could get along with a half a dozen. . . . There is no justification for making this appropriation. . . .

In making its report, the House Appropriations Committee noted that the extra funds would be used for new monitoring stations, including necessary personnel; additional investigative staff and mobile monitoring equipment; detection and control of electromagnetic radiations for air defense (see separate story); and for urgently-needed" components necessary to efficient operation for direction-finding equipment.

Gives Details

Details of these projects, including FCC's broadcast alert plan, were revealed in hearing released by the House Committee Aug. 17. Appearing for the Commission were Comr. George E. Sterling; Frank Kratokvil, acting chief, Field Engineering & Monitoring Div.; Ralph Renton, Office of the Chief Engineer, and others. Col. Gomer Lewis, U. S. Air Force, represented the Defense Dept.

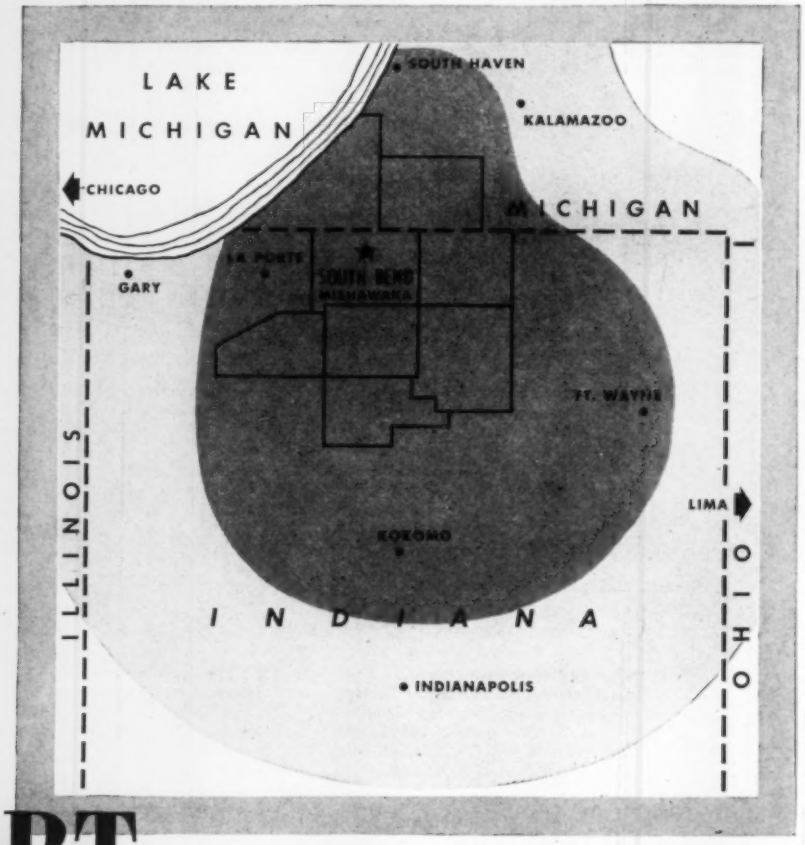
Comr. Sterling said the Commission planned to establish four new secondary monitoring stations (two in Alaska, one in Puerto Rico, one in Arizona), which would require funds of $94,660 to cover an average employment of 16.4 persons, and another $176,000 for rental and equipment.

Another $448,515 was sought for some 110 employes to man existing monitor stations, including those earmarked for operation under FCC's radiation control plan. About 99 employes would be assigned to the 18 existent and five proposed stations, and the remainder to new control stations at Laurel, Md., and Livermore, Calif.

In submitting budget estimates, Comr. Sterling cited support from Maj. Gen. Francis Ankenbrandt, USAF, in connection with the Air Force-FCC broadcast alert plan. The General had observed:

Along with this plan is the problem of necessary monitoring of all broadcasting stations to insure that strict adherence to the plan is maintained and that clandestine as well as intentional broadcasts are determined, identified, and located in the minimum of time in order to take the necessary

(Continued on page 54)



WSBT FOR A BILLION DOLLAR BONUS

In reaching the South Bend-Mishawaka trading area nothing equals WSBT. This station is a great buy on any schedule, delivering a half-billion dollar market all by itself. BEYOND THIS, WSBT is the outstanding station throughout its primary area, *adding another billion dollars* to the WSBT market. Check it for yourself—from Sales Management figures and Hooperratings. (Every CBS show on WSBT enjoys a higher Hooper than the network average.) For a tremendous bonus buy, buy WSBT.

WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Representative "smallpower" types in the RCA line: 2E26, 4E27/8001, 4-125A/4D21, 4-250A/5D22, 802, 807, 810, 813, 814, 828, 829B, and 5588.

...widest line in broadcasting

As familiar to broadcast engineers as their station call letters, the small power tubes in RCA's line pictured here meet virtually every driver requirement in modern broadcast transmitters. There's a tube for practically every power and frequency application. There's a tube for every type of broadcast service—AM, FM, and television.

Specify RCA when you order power tubes. Your local RCA Tube Distributor is "headquarters" for RCA power tubes of all types. Simplify your ordering problems . . . get delivery in minimum time. Deal with one reliable source. For fast service, call him. For technical data, consult your distributor. Or write RCA, Commercial Engineering, Dept. 37HP, Harrison, New Jersey.

RADIO CORPORATION of AMERICA
ELECTRON TUBES — HARRISON, N. J.

CANADIAN ASSOCIATION OF BROADCASTERS

C A B

B. C.

where all your customers

have just had a raise!

What better sales market could a man want? New wealth, a rising standard of living, plus higher wages equal new business. And that's the happy situation in British Columbia.

B. C., Canada's anchor province on the Pacific Coast, modestly claims to be Canada's fastest-growing market. It salts its sales pitch with accredited figures to prove it. Like most revealing figures, they're worth a second look.

Since 1941, B. C.'s population has increased faster than any province in Canada (40% in ten years). A statistician, plotting the population growth of B. C. just six years ago, guesstimated the population would reach one million by 1975. But by 1950 B. C. was already well over a million—and still growing.

With 8.25% of Canada's population, B. C. accounts for 11% of the Dominion's retail sales. B. C. has the highest wage index. Other items: In ten years, its retail sales increased over 231%; new construction up over 300%; forestry production jumped 225%. Had enough?

The B. C. market—likely the wealthiest per capita in Canada — is of course a competitive one. Those who know B. C. best say sales soar when radio is your medium. The coastal province is strategically covered by radio stations, so that *all* the lucrative marketing areas are covered. Radio is the salesman's elixir, because B. C. listens to radio.

If you're planning to sell in Canada—or want to go on selling—British Columbia is one of your best bets. And you'll find radio your best sales voice.

"In Canada, you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

PACIFIC MILLS, producer of textiles, was honored Aug. 7 over WLAW Lawrence, Mass., by representatives of local organizations which during the past four years have been provided with free time on the Mills' weekly program, *This Is Greater Lawrence*. Among those present were (l to r) David M. Kimel, WLAW local commercial manager; Joseph F. Bacigalupo, former assistant attorney general of Massachusetts; Charles J. McCabe, civic leader, holding framed scroll of appreciation; Ernest Dean Walen, vice president, worsted division, Pacific Mills, receiving engraved pen and pencil set from Mr. Bacigalupo, and Richard Hickox, program's producer-director.

UNION TAG

Bill Would Affect Newsmen

NEWSMEN or commentators on the air would have to identify their labor union affiliations under terms of a bill that has been introduced in the House by Rep. Richard B. Vail (R-Ill.).

The measure (HR 5204) also would require such membership or affiliation to appear in all matter contained in a newspaper relating to economic, political affairs or labor problems and activities. Conditions are the same in the broadcast provision.

An announcement would be made at the beginning and at the close of a broadcast "clearly identifying as such each author, speaker, and portrayer of the matter so broadcast" who is a member or affiliate in a labor organization. Violation would be $50 for each broadcast not so identified and would be paid by the radio or TV station.

In a speech on the floor Aug. 16, Rep. Vail said he was introducing the legislation to "serve the vital purpose of informing the public of author affiliation to permit correct appraisal of news content." The bill was referred to the Home Education and Labor Committee.

During his House talk, the congressman attacked American Newspaper Guild and the CIO, with which ANG is affiliated. He intimated that "radicals" and Communist-inspired members have access to control the means of communication—"Hence, their amazingly bold effort to subjugate press, radio, and the films."

AAA PACKAGE

'School's Open' Reminder

AMERICAN Automobile Assn. has distributed a special package of "School's Open" material to more than 300 radio stations throughout the country.

The package, prepared under the supervision of Edgar Parsons, AAA radio-television director, is to be timed with school openings. In addition to spot announcements reminding motorists about children who will be on the streets, the package contains a three-minute tribute to schoolboy patrols.

NABET CHOSEN

Wins WEBR, WKOP Elections

TWO additional upstate New York stations — WEBR Buffalo and WKOP Binghamton—have been claimed by NABET as a result of elections held Aug. 14 and 16 among certain employes who voted on a collective bargaining representative, the CIO union reported last week.

At WEBR 13 engineers voted unanimously for NABET, with certification date set for Sept. 1. The technicians are now represented by the American Communications Assn., whose contract with the station expires on that date. WEBR becomes the fifth NABET member in Buffalo, according to Tim J. O'Sullivan, NABET national representative. Union also was chosen as bargaining agent by announcers, announcer-operators, salesmen and a news editor at WKOP by a 6-1 vote, he said.

NABET also hopes to emerge with representation for production and engineering employes at WNBF Binghamton at an election slated for Sept. 6, and also has petitioned for staff announcers at WINR Binghamton. Union now represents technicians at the latter outlet, as well as at WENE Endicott, N. Y.

A $1 MILLION contract for production of telephone-telegraph signal units for U. S. Army Signal Corps announced by Tele Tone Radio Corp. Firm has moved into expanded facilities at Bayway Terminal, Elizabeth, N. J.

NEWS AND VIEWS OF COAL

A MONTHLY REPORT TO EDITORS

COAL'S SAFETY RECORD OUTSTANDING.

The Bureau of Labor Statistics reports that industrial accidents are beginning to climb alarmingly—doubtless because of speeded defense production and inexperienced workers. Contrasted to this, coal's safety record is outstanding. Not only was last year the safest in coal-mining history, but reports for this year show an even better record in the making. Today coal mining is twice as safe as it was ten years ago—the result of one of the most vigorous and effective safety programs carried on by any American industry.

COAL ASH COMPLETELY REMOVED BY NEW VACUUM SYSTEM.

The city of Jamestown's new coal-fired electric plant features a vacuum ash-handling system that completely removes ash, fly ash, soot, and dust—without any manual labor. The entire operation is push-button controlled, and is so effective that even the boiler room is free of dust. Such modern coal- and ash-handling equipment cuts labor costs and practically eliminates inconveniences. In addition, it makes coal, in most cases, not only the least expensive fuel, but also an easier, more economical and efficient fuel to use.

DEMAND FOR COAL UP.

A report from the New York area shows that 25% more coal is being bought this year than last. Demands for export are heavy, and many plants, especially in the upstate region, are turning to coal for economy and dependability of supply. A long-range factor affecting the demand for coal is that, because of coal's abundance and because the coal industry is so highly mechanized and efficient, coal prices are likely to remain far more stable than those of any other fuel.

LIGNITE TO GENERATE POWER FOR NEW ALUMINUM PLANT.

Large deposits of lignite, a "young," brown-black form of coal, will soon be put to work generating power for a new aluminum plant to be built in Texas—so says a recent article in the Wall Street Journal. New technical developments have opened up this vast, new source of energy—further extending coal's horizons into the future. America's tremendous coal and lignite reserves account for 90% of the nation's fuel resources—enough to generate abundant power and heat for many centuries to come.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

To a Time-Buyer Up to His Ears in Statistics

totaling $236,991,370.23 as of 1952, fiscal of course
proves that most cities over populations of 020 in bordering states (source: BMB Jan. 1951) Raising 203.7 Saturation points costing 3.08 cents per 524 listeners day-time scheduled
between the ages of 14½ & 032
one-eyed red heads
involving 620321/2
over 25 years MADE WITHOUT A DOUBT according to a SURVEY
quite a lot more as proven by 190316 interviews covering 809 students
than 81.5% of 1234

We have nothing against the mathematical approach. It serves a purpose and it serves it well—and using slide rule, Comptometer, abacus, or counting on our fingers, we can prove that WMT is an excellent buy in an excellent market. But . . .

But figures can't measure the entelechy of a station. How do you weigh the rapport which prompts a listener to report that his day isn't over until he hears "good night" from WMT? How do you measure the cooperative spirit which motivates WMT listeners? In the last March of Dimes drive our 270-lb. sports director wanted to raise his weight in dimes—$4900 in folding money. *Listeners contributed five times his weight.*

How do you score the community spirit which causes listeners to depend on WMT for help? During a recent baling wire (for hay) shortage WMT broadcast a plea for the stuff—and served as a clearing house to enable have-nots to get it from haves.

What's our entelechy? It's public service and farm service; it's market reports and sports news—not just the big press wire dope, but also what we dig up ourselves about local games. It's frost-warning and storm-signals. It's national and international—and *county* and *township* news. It's bigtime CBS programming—and around-the-corner square dances. It's the high regard which makes Eastern Iowans say, "I was brought up on WMT." *It's beyond statistics.*

WMT CEDAR RAPIDS

5000 WATTS, 600 KC,
Represented Nationally by the Katz Agency

BASIC COLUMBIA NETWORK

FEATURED in changes of executive personnel at Foote, Cone & Belding, New York, a fortnight ago [BROADCASTING • TELECASTING, **Aug. 20] are (l to r) Elwood Whitney, a director of the New York office; Robert F. Carney, now chairman of the board of directors; Rolland W. Taylor, a director of the New York office; Frank E. Delano, also a FC&B director of its New York operation. Involved in the changes were some 14 executives in the New York, Chicago, Los Angeles, San Francisco, and Houston offices.**

* * *

FC&B LINEUP

Pryor Named Radio-TV V. P.

FOLLOWING the previous announcement of a realignment of its executive lineup, [BROADCASTING • TELECASTING, Aug. 20] Foote, Cone & Belding, New York, last week revealed further appointments in its radio and television department.

Mr. Pryor

Roger Pryor, who has been with the agency since 1947, following wide experience in the radio, motion picture, stage, and music fields, has been elected vice president in charge of radio and television, New York office.

In line with the consolidation of the New York office's radio and television department, Thomas M. McDonnell has been appointed director of radio and television production and George Wolf has been named manager of radio and TV programs.

F. Winslow Stetson Jr., who will work on some of the General Foods accounts which recently were moved to New York, has also been elected a vice president. He has been with the agency since 1947.

The agency has resigned the $1 million Emerson Radio and Phonograph Corp. account. Firm has not yet named a new agency. Emerson has not used radio or TV advertising for past year.

Gagwriters' Clinic

REGISTRATION for the sixth annual comedy clinic of the National Assn. of Gagwriters, to be held in New York Sept. 12, has been opened by George Lewis, NAG president. Writers and comedians throughout the nation are expected to attend the semester of the NAG Institute Comedy Development Center. Purpose is to develop a higher comedy standard for radio-TV shows. Registrations may be filed without charge at Room 902, 292 Madison Ave., New York.

Bond Drive Cut?

THAT economy axe on Capitol Hill threatens to cut into the savings bond campaign of the Treasury Dept. House Appropriations Committee has turned down a request for an additional $2 million to help finance the department's upcoming drive, noting "it is high time for the Treasury Dept. to inject some new and more effective thinking into its bond sales program." Success of the drive is weighed by quality and not by the amount of the money poured into it, the committee said.

N.Y. AD CLUB

Starts Course Oct. 15

ADVERTISING CLUB of New York will offer its 28th annual advertising and selling course Monday and Thursday evenings, from 6:15-7:45 p.m. starting Oct. 15. The course of 27 lectures, six clinic sessions, and six specialities will be divided into fields, with special divisions for radio and television as well as for newspapers, magazines, direct mail, business papers, outdoor and transit advertising and selling.

Partial list of lecturers includes Alden James, director of advertising P. Lorillard Co.; Fred B. Manchee executive vice president for BBDO E. Scott Pattison, executive vice president, G. M. Basford Co.; Edgar Kobak, business consultant; Zeno Kaufman, merchandising director for Philip Morris & Co. Inc.; and Lewis Hausman, CBS Radio vice president.

KBA Plans Agenda

HOW radio can help defeat the narcotics menace among the youth is among the topics to be discussed by the Kentucky Broadcasters Assn. when it holds its fall meeting during October in Lexington. The broadcasters' planning group, the KBA's executive committee, meets Wednesday to map the agenda and set the date.

1901

PROGRESS ALWAYS WINS!

1951

...in 1951, for broadcast transcriptions, it's MICROGROOVE!

5 BIG MICROGROOVE ADVANTAGES

- Cuts costs . . . as much as half!
- Smaller disc . . . more program time!
- *Big* savings on packing and shipping costs!
- Easier handling and storage!
- Maintains highest quality!

CASE HISTORY*

(*Full details on request)

SEE HOW ONE CLIENT SAVED 46%
52 WEEKS—23 STATIONS

	old, 16" transcription	new, 10" Microgroove
PROCESSING	$7,800.00	$5,200.00
PRESSING	6,500.00	2,925.00
PACKING	448.50	299.00
SHIPPING	2,317.25	839.80
	$17,065.75	$9,263.80

$17,065.75
9,263.80
$ 7,801.95 Savings per year = 46%

COLUMBIA
Microgroove
TRANSCRIPTIONS

Call, phone, or write:
Los Angeles—8723 Alden Drive, Bradshaw 2-5411
New York—799 Seventh Ave., Circle 5-7300
Chicago—410 North Michigan Ave., Whitehall 4-6000

Trade Marks "Columbia," "Masterworks," ℗, ® Reg. U. S. Pat. Off. Marcas Registradas

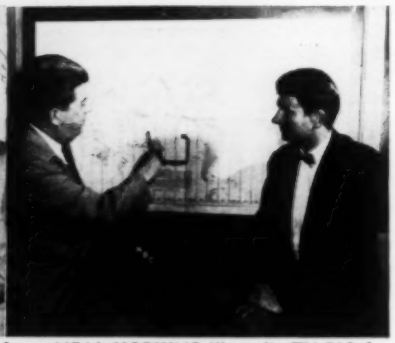
XUM

RENEWING acquaintances at BMI Hollywood Clinic (seated, l to r): Donald Quinn, mgr., KDB Santa Barbara; C. J. Smith, pres., KFAC Los Angeles; Ned Connor, mgr., KRKD Los Angeles; (standing) Glenn Dolberg, dir., sta. rel., BMI, New York; James Cox, BMI West Coast field rep. Clinic was held in cooperation with Southern California Broadcasters Assn.

AFFILIATION of WSCR Scranton, Pa., with NBC Sept. 30 is made official by (l to r) Paul Rittenhouse, WSCR sta. rel. dept.; David M. Baltimore, WSCR mgr., and owner, Lackawanna Valley Broadcasting Co., Norman E. Cash, dir., NBC sta. rel. dept.

SAN FRANCISCO Mayor Elmer E. Robinson (c), flanked by Arthur Hull Hayes (l), CBS v. p. and gen. mgr. of network-owned KCBS San Francisco, and Frank Stanton (r), CBS Inc. pres., closes the switch increasing KCBS power from 5 kw to 50 kw Aug. 9.

OREGON Press Club '51 award for best public service program goes to Fred F. Chitty, gen. mgr., KVAN Vancouver, Wash., for weekly *From Our Viewpoint*. L to r: Bob Frazier, *Eugene Register-Guard*, recipient of newspaper award; Sen. Estes Kefauver who made presentations; Mr. Chitty.



NEAL HOPKINS (l), radio-TV PIO for Military Sea Transportation Service, Pacific, and Bill Minette, pub. aff. dir., KNBC San Francisco, discuss plans for regularly scheduled "time-differential" station break announcements on KNBC. Four times daily, KNBC gives Korean time.

ECA presented public service certificates to radio networks and AFRA at a luncheon in New York's Waldorf-Astoria Aug. 10. Among those at the ceremony were (l to r) Sig Mickelson, CBS; Robert Saudek, then with ABC now Ford Foundation TV-Radio Workshop director; Robert Schmid, MBS; Ed Stanley, NBC, and Wallace Gade, ECA radio dir.

URGE BAB SUPPORT

Need Outlined At Roanoke

RADIO's need for BAB, and what BAB is doing to meet the need, were outlined by officials of the sales promotion bureau at Roanoke, Va., last Friday in the first of a series of BAB clinics to be held in conjunction with the 17 NARTB district meetings.

BAB President William B. Ryan sketched the organization's objectives and range of services for the promotion of radio sales on both local and national levels, while Miss Lee Hart, BAB retail specialist, previewed in detail three forthcoming BAB sales aids derived from point-of-sale surveys conducted by Advertising Research Bureau Inc., results of 52 of which BAB is publishing.

Opening the BAB session, Board Chairman Edgar Kobak emphasized radio broadcasters' need for BAB as a promotion agent for all radio.

'Not in Doubt'

"Radio's future is not in doubt —radio's future is secure, provided *every* responsible operator in this industry gives BAB his proper quota of support," Mr. Kobak declared. "Not just his money, because you can't do a job with money alone. BAB must have the benefit of your brains and your energy. No one in radio can afford any longer to stand on the sidelines and wait for the others to do the job. BAB Inc. is yours. You must see to it that BAB gets every possible chance to work for you."

At the clinic BAB officials urged NARTB members who now pay BAB dues via NARTB to sign up at once for conversion of their dues system, effective next April 1, to the BAB monthly rate of one-half the highest hourly rate of the station, which becomes standard rate for all station memberships on the April 1 date.

A six-man panel under the chairmanship of Robert M. Lambe, sales manager of WTAR Norfolk, was scheduled to present case histories on specific sales and on "meeting the competition" as another feature of the Roanoke meeting. Scheduled panel members were Harry B. Shaw, WSJS Winston-Salem, N. C.; Gus Youngstead, WPTF Raleigh; Jim Hicks, WCOS Columbia, S. C.; Eddie Whitlock, WRNL Richmond; James A. Hagen, WWNC Asheville, and John Harkrader, WDBJ Roanoke. A question-answer session followed.

President Ryan employed an array of charts and exhibits, titled "Brass Tacks and Bright Future," in outlining BAB's sales aids. These include the BAB co-op service, direct-mail aids, special presentations, retail service bulletins, radio success stories supplied by advertisers, as well as by stations; BAB's "trouble-shooting" functions, special reporting services, weekly sales bulletins, library service and analyses of the ARBI surveys, which are to be published under the title "Count Your Listeners."

He also pointed out that BAB's newspaper counterpart, the Newspaper Bureau of Advertising, has 103 executives and staff members as against 16 at BAB.

WPMP PASCAGOULA

Plans Sept. Opening

NEW AM daytime outlet for the Moss Point-Pascagoula, Miss., area, WPMP Pascagoula, plans to begin operations about Sept. 1 on 1500 kc with 250 w. Don Murphy, formerly with WJRW Picayune, Miss., and for nine years chief engineer of WGCM Gulfport, is manager and chief engineer for WPMP.

Station is owned and operated by the Crest Broadcasting Co., which has elected the following officers and directors:

W. R. Guest Jr., Ingalls Shipbuilding Corp. of Pascagoula, president; T. T. Justice, owner, local Palace Drug Store, vice president; Hugh O. Jones, owner-operator, WGCM-AM-FM, secretary-treasurer. Board of directors: B. F. Keyes, Keyes-Dorman Motor Co., Gulfport; Burt Wood, Moss Point insurance man, and Messrs. Guest, Justice and Jones.

WPMP will be affiliated with LBS and will use Capital Transcription and INS news service. Studios and transmitter are located midway between Pascagoula and Moss Point.

RCA Ad in 'Record'

COPY of an RCA advertisement that appeared in *The Washington Post* was included in last Tuesday's *Congressional Record* by Sen. John J. Sparkman (D-Ala.), who singled out RCA President Frank Folsom as having "served with distinction during World War II in field procurement for the government, both for the Navy and for the War Production Board." Advertisement dealt with RCA cooperation with a small business firm, The Penn Engineering & Mfg. Co., Doylestown, Pa., in the production of light-weight walkie-talkies.

Raymond Atwood

RAYMOND ATWOOD, 60, a former vice president of McCann-Erickson, died Aug. 19 at Damariscotta, Me., after a long illness. He had been with McCann-Erickson in Toronto, Cleveland, Chicago and New York offices, and was a vice president before his retirement in 1943. Survivors include two daughters, Janet Atwood, member of the Skidmore College faculty and Sally Atwood, Mount Holyoke College senior, a sister and a brother.

In Any Language . . .

IF KFWB Hollywood listeners tuning in that station during a station break think that a foreign station has taken over the channel, it's all because KFWB's production director Dan Russell got tired of the dull routine station break. Seeking something new in that department Dan conceived the idea of a foreign language break. Listeners now discover what station they're tuned in on by hearing a voice say in French, Spanish, Italian, German or Portugese something similar to "For Easy listening it's KFWB Hollywood." At that point the announcer comes in and says "No matter how you say it, for easy listening it's KFWB Hollywood.

INDUSTRY JOBS

Technicians' Opportunity

EMPLOYMENT prospects for radio and television technicians are particularly bright during the current mobilization program, with demand far exceeding supply, the government has reported.

In a special *Occupational Outlook* released yesterday (Sunday) by the U. S. Dept. of Labor and the Veterans Administration, demand for skilled electronic technicians is seen as "strong" in all fields—civilian, industrial and military.

The report observed that "in most fields, the number of workers has increased, but in some the mobilization impact has had a reverse effect." In any event, employment prospects have changed for all type jobs whether related to defense or not.

The rosy picture painted for technicians is not extended, however, to professional talent employed by radio-TV networks and stations. As an example, the handbook claims that despite the defense program, radio announcing "will remain relatively difficult to enter."

The 575-page booklet contains complete reports on 433 occupations and was prepared by the Labor Dept.'s Bureau of Labor Statistics in cooperation with VA, and copies are available at $3 each from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

BAB Sales Aid

BAB came out last week with the first issue of its "Radio Salesman," a weekly roundup of facts and general information intended solely "for selling America's most efficient, least expensive advertising medium—radio." BAB's "Radio Salesman" is intended to be brief, for fast easy reading; but comprehensive, for complete descriptions of sales tips and devices. The two-page sheet will carry Friday datelines.

PROMOTE RADIO

Calif. Group in Second Lap

SECOND lap of intensive and extensive on-the-air campaign plugging the value of Southern California radio as an advertising medium got under way this past week with 72 stations in the area combining to air a new batch of promotional announcements distributed by Southern California Broadcasters Assn.

Announcements range from 8 to 25 seconds, and are adaptable for use "as is" or re-written with station slant. Now material, to be used through Sept. 5, features average and total listening in the area. Opening series of spots during early weeks of the campaign in August treated set totals. Future emphasis during the fall will be on separate aspects of radio promotion.

Timebuyers of agencies and advertisers in key eastern cities, including New York and Chicago, will be told the merits of year-around Southern California radio when Robert J. McAndrews, SCBA managing director, invades those markets in October for a series of "shirt sleeve" sessions arranged in cooperation with committees of station representatives.

Q. A. BRACKETT

WSPR Co-Founder Dies

QUINCY A. BRACKETT, 66, co-founder and past president of WSPR Springfield, Mass., died in St. Andrews Hospital, Boothbay Harbor, Me., Aug. 12, following a short illness. Funeral services were held Aug. 15. Mr. Brackett, a pioneer in radio, joined Lewis Breed in organizing WSPR in 1935. He was president until last April, when his son-in-law, Alan Tindal, succeeded him.

Mr. Brackett

Mr. Brackett had been with Westinghouse Electric Corp., its KDKA Pittsburgh, and Western Electric. While with the latter company he worked as an assistant to Dr. Lee DeForest, pioneer radio inventor. In 1921, following a stint as engineer at KDKA, he went to Springfield to start production of radio receivers, transmitters and allied equipment for Westinghouse.

He was a member of the Engineering Society of Western Massachusetts, Institute of Radio Engineers, Harvard Clubs of New York and Connecticut Valley and Church of Unity.

He leaves his widow, Ruth; a daughter, Mrs. Alan C. Tindal, and two grandsons.

in West Virginia . . . your dollar goes farther with "personality"

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of "Personality" Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!

WKNA
WKNA-FM
CHARLESTON
950 KC—ABC
5000 W DAY • 1000 W NIGHT

WJLS
WJLS-FM
BECKLEY
560 KC—CBS
1000 W DAY • 500 W NIGHT

the personality stations

Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED & CO.**

JOHNNY THOMPSON: Starred in "The Listening Glass."

THE 4 KNIGHTS: Popular quartette in their own show.

RUSS CASE: Director of "An American Rhapsody."

PATTI PAGE... and... RAY ANTHONY
Co-stars of their own program, "Rhythm Rendezvous."

D'ARTEGA: Director of "The Cavalcade of Music."

4545

NETWORK CALIBRE PROGRA

AT

33¢

PER 15 MINUTE UNIT

THE AIRLANE TRIO:
Stars of "Airlane Melodies."

THE SUNSHINE BOYS: Famous vocal quartette starred in their own program of Gospel Songs.

FRANKIE CARLE: Star of "Keynotes by Carle" Show.

SHEP FIELDS: Star of "The Shep Fields Show."

THE COTE GLE
feature program.

...BLAZERS: Close- ... Remember When." ALLAN JONES: Star of "The Allan Jones Show."

...RAMS

FOY WILLING: In "The Riders of the Purple Sage" show.

figure

Starting November 1, 1951: Lang-Worth subscribers with full membership will receive specially prepared script programs totalling 4545 quarter-hours of playing time per year. Service mailed every week—prepaid.

it out

Selling aids—photographs, counter cards, posters, newspaper mats, spot announcements, etc.—are an integral part of this new service. All programs are designed, written and timed for commercial sponsorship—utilizing star-studded talent from the Lang-Worth Library.

for

Based on the minimum rental of $125 per month, the cost of each 15-minute program is 33 cents—3 for 1 dollar! Figure it out for yourself.

yourself!

THIS FOR FREE! *In addition to the specially prepared program service totalling 4545 quarter-hours of playing time per year, all station affiliates holding full membership in Lang-Worth Program Service receive the largest, best balanced and most diversified Basic Library of transcribed music in the world (6000 selections)—plus a continuous flow of New Releases featuring top-ranking artists in New tunes, New jingles, New voice tracks and New production aids, every month*—FOR FREE!

Stop shaking your head—drop us a line and get the full story.

LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

WESTERN OFFICE
LANG-WORTH Feature Prog. Inc.
14579 Benefit St., Sherman Oaks, Cal.

CANADIAN OFFICE
S. W. CALDWELL Ltd.
80 Richmond Street West, Toronto

XUM

editorial

Sports: Misnomer

IT BECOMES increasingly clear that Mr. Webster should rewrite his dictionary. "Sport," Mr. Webster insists, is "that which diverts, and makes mirth; pastime; diversion."

Sports, we say, are big business; industry. The baseball leagues are unionized; big business like the tax-free unions themselves. Professional or *amateur*, college or high school, it's now a matter of gate receipts and "performance rights"—radio, television, theatre television.

A Congressional Committee is investigating baseball and proposes to delve into all sports broadcasts and telecasts. Movie theatres are bidding against radio and TV for exclusive rights on boxing and other events. West Point has a scandal over cribbing by football players, enrolled presumably because of brawn rather than indicated military prowess.

In our land of free competition, the mass radio media to some degree have been a causative agent in this change of concept. There's no doubt they helped inspire a latent lust for gold. Radio and TV may even be as culpable as the sports tycoons and athletic directors. They did the bidding for exclusive rights, at fantastic figures. Newspapers cover gratis, but they do it on a non-exclusive basis.

But now it goes beyond outlandish prices. The NCAA bans telecasts of "amateur" college football games. Is that collusion? Is it a combination in restraint of trade? The reasoning, cockeyed we think, is that TV is a potential threat to the financial structure of intercollegiate athletics.

All this is the result of fuzzy thinking and disregard of very recent history. The broadcast media have breathed new life into many a decadent sport. They have created new fans; prevented old ones from turning to other leisure pursuits. They have made it possible to build new stadia.

Realism, we feel, ultimately will take over. If baseball and football ban radio, the effect probably won't be immediate on box-office. Fans will still go to see the "performers" they know—largely by virtue of radio and TV. No one wilts as fast as an unpublicized "performer." Gradually, interest will wane, to the accompaniment of acres of empty seats. The professionals will be smart enough to realize this, we predict.

As for the *amateurs*, the colleges and junior schools, let them study their own history. It's the taxpayer, in the final analysis, who builds and supports our institutions of learning. The endowed universities too get privileges from the public, including the not too inconsequential item of tax-exempt status.

The tax-paying public *wants* broadcasts and telecasts. It's no over-statement to say that the broadcast media, which are dedicated to serving that tax-paying public (they wouldn't survive if they didn't) can make or break the popularity of any sport.

All who believe in our free institutions would abhor any legislative move that would change our free competition concepts. We hope the Celler Committee investigating the sports industries, will tread warily in considering such legislative recommendations.

But Congress can, in good conscience, look into the application of the anti-trust laws to the sports industries, just as it does to any "big business."

Selling the Medium

AS TV EXPANDS and other media increase the intensity of their sales efforts, it becomes obvious that the future solvency of radio depends more upon the promotion of the medium as a whole and less upon internecine competition that pits station against station and network against network.

The futility of exaggerated emphasis on intramural competition has been clearly shown. To a large extent, the short-lived buyers' strike against radio came about because stations and networks were too busy swiping accounts from other stations and networks to notice that in a lot of advertisers' minds the whole radio system was diminishing in value.

Had these stations and networks been working together to promote *all* radio and point out its virtues in comparison with other media, the chances are that everybody in radio would have come off with more business in the end.

As we reported last week, the radio stations of Tulsa and Detroit have taken joint action to prove the value of radio as a medium. The cooperative effort won't mean that individual stations will quit soliciting business for themselves or cease to sell against others. But it will mean that they have a chance to create more business for all. If the pie is bigger, everybody at the table eats more.

We like to hope that the Tulsa and Detroit actions are forerunners of many more like them. If the pie disappears, everybody goes hungry.

We'll Take the WHAM Way

WHAM-AM-TV Rochester has as good a record of serving the public as almost any station that comes to our mind, but it wants to improve it.

William Fay, vice president of Stromberg-Carlson Co., owner of the stations, has announced the formation of a citizen's advisory council which will "advise with us regularly on ways in which WHAM and WHAM-TV can constantly improve their service to listeners."

Without begging the issue, we want to point out that the advisory council will consist of people who live in and around Rochester and who presumably know what other people of the neighborhood want.

Compare this board to the kind that Sen. William Benton is advocating. Sen. Benton wants to establish an 11-member, high-powered board that would dictate the radio and television program tastes of the whole country. It seems to us that's asking too much of any board.

The cultural needs and tastes of Rochester are not identical with those of Birmingham or Boise. Aside from the fact that a national board of the kind Sen. Benton advocates would rob broadcasters of their constitutional rights to free speech, it would have an impossible job in applying a national policy to a system of broadcasting that must vary in its character and attitudes as widely as the many different communities it serves vary in theirs.

Every radio and television station must adapt its personality to suit the community in which it exists. No station can wear a personality tailored by mass production in Washington and hope to be at home among its own folks.

We think Mr. Fay's advisory council will be an asset to WHAM-AM-TV and to the entire Rochester area. It shows a sense of community responsibility to ask the neighbors for their judgment from time to time. They know a lot more about what's going on down the block than somebody playing with a slide rule and a crystal ball in Washington.

our respects to:

DAVID ERSKINE DRISCOLL

OLD-TIMERS at WOR New York remember that "right from the start, Dave Driscoll was an energetic, creative, general assignment man of the Brisbane School when he first came to that station in 1936.

Whenever and wherever a story broke, Mr. Driscoll was there with a microphone to make an eye-witness report for WOR listeners.

Today, 15 years later, Mr. Driscoll bears the title of director of news and special features for WOR-AM-TV, but he is still the eager newsman.

In New York, he is working not far from his birthplace. David Erskine Driscoll was born in Maplewood, N. J., April 15, 1909, to David and May E. Driscoll. His father, now deceased, was for 14 years general manager of the Brooklyn Dodgers whose games are now telecast over WOR-TV under Mr. Driscoll's supervision.

Mr. Driscoll has been in the news business since his undergraduate days at the U. of Minnesota. In 1928-29 he covered Big Ten sports for the *New York Sun*.

In 1932 he turned to radio and was a sports announcer for WCCO Minneapolis while doing graduate work at the university.

After a year at WCCO he moved to KGFK Fergus Falls, Minn., as manager. Three years there and then to WFIL Philadelphia as a newsman and sports announcer. He was not in Philadelphia long when the New York challenge came.

In early 1936 he went to WOR as a sports and special events newsman. Four years later he assumed his present WOR title. His company's entrance into television in October 1948 extended his responsibilities.

Mr. Driscoll has made frequent use of the documentary technique. He developed it for use on many special metropolitan area broadcasts. Once, with a portable recorder in his car, he followed speeding vehicles through busy streets noting violations by police patrol cars. Edited, the recordings made a stirring 30-minute program, *Death On Wheels*, spotlighting needed life-saving reforms in the handling of New York City traffic.

In 1943 another documentary made with a portable recorder, made New York's black market squirm under the hot glare of radio publicity.

Mr. Driscoll also has supervised such other outstanding documentaries as the award-winning series, *Name Your Poison*, which discussed sleeping pills and restaurant sanitation.

During World War II Mr. Driscoll spent nearly two years covering fighting fronts and gathering background material for WOR

(Continued on page 53)

Smart boy, WFAA-TV! Since you last heard of him, that boy has pulled many a juicy plum out of the pie. Set himself up in the plum-pulling business, and doing plum swell!

Chip off the old block, WFAA-AM. And who knows, someday his nine-county holding may be as big as his daddy's, spreading out over this whole Radio Southwest.

That's a kid for you—so cute and cocky you're apt to forget what a job the old man's doing.

Take Radio Southwest*—that's WFAA-AM's primary coverage area—171 of the richest counties of Texas, Oklahoma and Arkansas, with over seven billion dollars of spendable income last year. And Texas, mind you, was No. 1 last year in income gain in the U. S.

Every week WFAA-AM is selling in a million or more homes, with no less than thirty-three live local shows a week, twenty of which are across the board. Three are variety shows with large casts of musicians and dramatic talent. And there's no let up.

Just now WFAA is putting on more steam—investing more than a quarter-million dollars in a new transmitter on the 570 frequency—and that'll mean a bonus of more people listening.

Sure WFAA-TV's got what it it takes—but he'll have to grow a lot before he can wear his old man's shoes.

*Radio Southwest is no tall tale. WFAA-820 is a clear channel 50,000 watt frequency, that nature has especially favored. The FCC's "Standards of Good Engineering Practice Concerning Standard Broadcasting Stations" specifically mentions "Dallas" as affording the optimum ground conductivity in the entire U.S. Which means greater area coverage.

The Only Mass Medium Covering This Great Southwest Market...

Radio Service of The Dallas Morning News

EDWARD PETRY & CO., Representatives

WFAA

820 50,000 Watts | **570** 5,000 Watts | **TV** Channel 8

front office

ROBERT L. KENNETT, manager WICC Bridgeport and WONS Hartford, now will devote his entire time to management of WICC. ED PALEN and FRANK McGIVERN take over management on WONS [BROADCASTING • TELECASTING, Aug. 13].

ROBERT A. MURROW, news department KDTH Dubuque, appointed manager KOWL Oelwein, Iowa. He was with MBS and Don Lee.

ALBERT TEDESCO, general manager WKLK Cloquet, Minn., named station manager WCOW South St. Paul, Minn.

EDWARD C. PAGE, ABC Radio Spot Sales, N. Y., and JOSEPH D. PAYNE, KVET Austin, Tex., appointed to sales staff George P. Hollingbery Co., N. Y., station representative firm. ROBERT Q. TIEDJE, WINR Binghamton, to research department.

RALPH H. WHITAKER, head of Ralph H. Whitaker Adv. Co., N. Y., appointed account executive in national sales department DuMont Television Network. RALPH M. BARUCH, sales and station relations executive Sesac Inc., N. Y., and RICHARD C. DAWSON, account executive Conde Nast Publications, appointed to sales staff WABD (TV) New York, DuMont outlet.

ROBERT HAWKES and LEONARD THORTON to ABC Chicago, as network TV salesmen. Mr. Hawkes worked eight years as salesman for St. Louis *Star-Times*, and Mr. Thorton is former media director of Morris Swaney Agency, Chicago.

BOB ROGERS, commercial manager WNOR Norfolk, Va., to WCAV Norfolk, as account executive.

BILLY WILSON appointed head of sales and account executive KCOH Houston, Tex. FRED BATES named Mr. Wilson's assistant.

ROBERT WRIGHT, graduate Northwest Broadcasting School, Portland, Ore., named salesman-announcer KVAS Astoria, Ore.

HOWARD E. STARK, brokers and financial consultants to radio and TV stations, N. Y., moves to new offices at 50 E. 58th St. Telephone is ELdorado 5-0405.

ADAM J. YOUNG JR. Inc., N. Y., appointed national representative for WAIT Chicago effective immediately. Company also appointed representative for CKCW Moncton, New Brunswick.

JOSEPH A. HARDY & Co. Ltd., Montreal, station representative firm, moves its Toronto office to 11 Jordan St. BRUCE BUTLER, of L. J. Heagerty Ltd., Toronto advertising agency, named manager of office.

JOHN L. ELLINGER, WONS Hartford, Conn., named to sales staff WWCO Waterbury, Conn. He was with WMMW Meriden, Conn.

Personals . . .

HIL F. BEST, president Hil F. Best Co., Detroit, and director Detroit Adcraft Club named winner of Nash Country Club Rambler at recent "Adcrafest" of club. . . . JOHN W. ROLLINS, president W. Rollins & Assoc., Rehoboth, Del. (WRAD Radford, Va., WJWL Georgetown, Del., and WFAI Fayetteville, N. C.), appointed convention chairman of Young Presidents' Organization. Convention to be held in Boca Raton, Fla., March 18-22.

O. L. CARPENTER, sales manager WPTF Raleigh, N. C., recovering from heart attack in Rex Hospital, Raleigh. . . . Lieut. BILL HUNEFELD Jr., USNR, formerly sales manager for KLX Oakland, is now Navy representative with Armed Forces Radio Services in Tokyo. . . . WALTER G. TOLLESON Jr., assistant sales manager NBC Western Div., S. F., convalescing in Santa Cruz Hospital following heart attack he suffered July 29.

ERNEST FELIX, acting manager ABC Western Div., accepts chairmanship for TV stations for second annual fund drive of Radio-Television-Recording & Advertising Charities Inc., getting underway Sept. 18. . . . LEM HALL, account executive Columbia Pacific-KNX Hollywood, father of girl, Ginny, Aug. 16.

T. E. DANLEY, manager of sales traffic MBS, appointed recruiting officer for civil defense at network's New York headquarters. . . . LARRY ISRAEL, sales director WDTV (TV) Pittsburgh, and Audrey Westerman announce fall wedding plans. . . .

JAPAN RADIO

To make Commercial Debut

JAPAN's first commercial radio station starts operation in Osaka on Sept. 1, with one-third of its time allotted to sponsored programs and, according to reports last week, with about 70% of this time already sold.

The United Press, which said it had negotiated the first world-wide news service contract with the station, reported the outlet will operate 17 hours a day, using 1210 kc with 10 kw. It will use the call letters JOOR. Operated by the Mainichi Newspaper Co., which publishes Japan's largest daily (circulation: more than five million), the station is known as Shin Nihon Radio Broadcasting Station (New Japan Radio Broadcasting Station).

The UP account said JOOR plans to build a heavy schedule of newscasts around the UP world-wide news report, contract for which was concluded by Ernest Hoberecht, UP general manager for Asia.

Japanese radio heretofore has been exclusively governmental, with listeners required to pay a fee. JOOR is one of 16 authorized commercial stations which will supplement the Japanese public's strictly governmental radio fare with programming to be supported by sponsorship [BROADCASTING • TELECASTING, July 23].

Plant Conversion

COURSE of action for manufacturers desiring to change over to defense output is outlined in a four-page pamphlet, *Converting to Military Production*, issued by the Office of Small Business, National Production Authority, Dept. of Commerce. Booklet suggests that manufacturers plan now on what lines they might convert to in the event of full mobilization, and also lists steps for securing government prime contracts for defense items. Subjects touched on include use of tools, manpower, plant location, materials, etc. Copies may be obtained from Printing Services, Dept. of Commerce, Washington 25 D. C., or any department field office.

SYRACUSE U. announces formation of new TV class, beginning Sept. 17. Openings for 20 men and women are available in 12-month course. Master's degrees will be awarded to those completing course. Present class is due to be graduated Aug. 31.

In This Two TV Station Market Served by Four TV Networks

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

24.2% more local advertisers bought time on Radio Station WOC, July 1, 1950-June 30, 1951, *than in any previous 12-month period . . .*

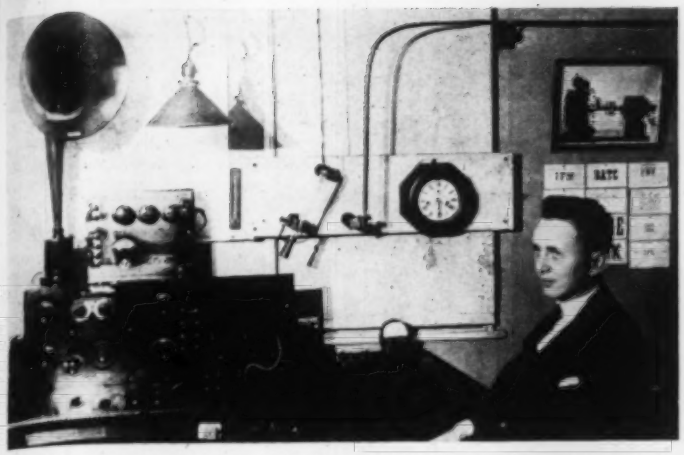
. . . local advertisers spent more money for time on WOC during this period, **14.4%** *than in any similar 12-months . . .*

Men who buy advertising at the local level . . . *the cash register level* . . . know what piles up those black-ink figures on their sales reports. Take your cue from the 215 local advertisers who use WOC. Buy at their *cash register level*—you'll buy WOC and you'll find your Quint-City sales skyrocketing.

WOC
THE QUINT-CITIES AM - FM ALSO TV
DAVENPORT, IOWA

Basic NBC Affiliate
5000 W—1420 Kc
Col. B. J. Palmer, president
Ernest C. Sanders, manager

National Representatives
Free & Peters, Inc.



IN the pioneering days of radio this is the way transmitter equipment was set up. And operating the station's original equipment here is Mr. Reuman, president and founder of WWRL. Date is Aug. 26, 1926, when WWRL first went on the air. Place: Mr. Reuman's living room.

★ ★ ★

WWRL'S QUARTER CENTURY

Birthday Is Aug. 26; Minority Group Service Outstanding

Though our air has turned to silver,
Our arts are young and gay. . . .

WITH such dogged doggerel, accompanied by silver anniversary cakes, WWRL Woodside, Long Island, last week notified its friends that yesterday (Aug. 26) it was celebrating the conclusion of 25 years on the air under the same management.

William H. Reuman, owner-founder of WWRL, on Aug. 16, 1926, received his license from the then Secretary of Commerce Herbert Hoover for 100 w on 1160 kc. Ten days later the station's first broadcast went out from its only studio, Mr. Reuman's living room. Today, WWRL broadcasts from a two-story studio-and-office building on that site with 5 kw on 1600 kc.

Secret of Success

Service to minority groups has been the secret of WWRL's success in the highly competitive metropolitan market served by more than a score of radio stations. Starting in 1929 with a one-hour German language program broadcast on alternate Sundays, WWRL today devotes 72 of its 119 hours on the air each week to broadcasts in 13 languages other than English: 34½ hours of Spanish, 12½ hours of German, 8½ hours of Czechoslovakian, 4¼ hours of Greek, 2 hours each of Hungarian and Polish, 1¾ hours of Russian, 1 hour each of Lithuanian, Jewish and French, ¾ hour of Syrian and ½ hour each of Ukranian and Swiss.

Most of the rest of WWRL's schedule is made up of programs aimed at New York's Negro audience, which the station estimates as over 800,000. Negro performers and announcers have been employed for years: Jocko Maxwell, said to be the first Negro sportscaster, started with the station 15 years ago and is still heard. Last year WWRL started what it believes is the first Mr. and Mrs. Negro radio team.

In honor of the station's 25th birthday, Ethel Merman, Norman Brokenshire, Eddie Bracken, Art Ford, Richard Hayes, Symphony Syd and others who got their start at WWRL recorded congratulatory spots which were to be broadcast during yesterday's commemorative programs.

WNAX EXPANDS

Yankton Operation Moved

IMPROVEMENT and expansion of station facilities has been reported by WNAX Yankton-Sioux City, which recently moved its Yankton operation into the new WNAX Bldg. The operation utilizes 13,000 square feet in a two-story stone and steel building and provides "expanded production facilities and improved working conditions," according to R. R. Tincher, station manager.

Production is located on the ground floor, with a huge auditorium studio designed to house any future TV operation. Second floor is set aside for administrative offices. WNAX also will continue to operate studios and offices in Sioux City, Mr. Tincher said.

Defense Names Redman

APPOINTMENT of Rear Adm. John R. Redman (USN) as director of electronics-communications for the Joint Chiefs of Staff effective Sept. 1 has been announced by the Dept. of Defense. Adm. Redman, currently communications director for the Navy Dept., will succeed Maj. Gen. H. M. McClelland (USAF). Capt. Wilfred B. Goulett (USN), who has been serving under Adm. Redman, will become acting director.

Respects

(Continued from page 50)

reports and analyses. He took along his constant companion, a portable recorder, and reportedly was one of the first correspondents to use one in combat areas.

Out of this World War II experience came a program he rates among his best. This broadcast, made on various Navy convoy trips, brought listeners in October 1942 on-the-spot combat reports of submarine warfare. It included a story of the sinking of the U. S. destroyer, *Jacob Jones*.

Mr. Driscoll has participated in his share of stunts. He delivered a double-talk harangue on world affairs from the Court of Peace on the closing night of the New York World's Fair. He covered proceedings when WOR carried the bouncing of a radar signal off the moon. He also has donned full diving regalia to take a fish's-eye view of the Hudson River for the benefit of Navy recruit diving specialists.

Mr. Driscoll feels, however, that the era of "stunts" is passing. The public he says is too interested in what's going on to need or want any "gimmick" in newscasts.

Mr. Driscoll's eagerness to broadcast news was demonstrated when President Truman relieved General MacArthur at 1 a.m., an hour before WOR's sign-off Mr. Driscoll sped to the station, assembled an emergency crew and kept WOR on the air throughout the night.

With Mr. Driscoll, however, it isn't just a matter of having enough news periods. He puts his best feature-style announcers on newscasts emphasizing the "human side" of the news. For straight newscasts, he uses announcers with a crisp, fast, hard-hitting style.

In addition to being worked into shape for a particular type of voice, each news period is edited, not for a vague group of listeners but for the WOR community. Mr. Driscoll assigns one man of the 12-man department as editor-writer for each program.

Mr. Driscoll's haven, after a typically hectic day, is an apartment in Manhattan. But when opportunity permits, especially on weekends, he and his wife, the former Elizabeth Fredericks, "escape" to their country home at Greenport, Long Island. There he finds time for golf at North Fork Country Club, Cutchogue, L. I., and enjoys hunting and fishing. His favorite spectator sports are baseball and football.

About news, Mr. Driscoll has a simple over-all philosophy: "Give the public all the news it wants."

RAYTHEON MFG. CO., Newton, Mass., has released stockholders' report for fiscal year ending May 31. Total income from sales and rentals for year was $80,662,000 with net profit, after taxes, of $2,179,000. Company's net for previous year was $935,000. Raytheon reported 50% increase in sales.

Good Morning... you bet!

March, April, May, 1951

Hooper in Chattanooga

Monday thru Friday	Station B	Station C	WDEF	Station D	Station E
7:30 to 8:00 A.M.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0
SHARE OF RADIO AUDIENCE					
	B	C	WDEF	D	E
8:00 A.M.—12:00 Noon	9.3	12.2	33.5%	21.1	22.3

WDEF
CHATTANOOGA

1370 KC
5000 WATTS
Carter M. Parham, President

REPRESENTED BY BRANHAM

INFORMALITY rules at this talkfest between KMPC Hollywood executives and John Patt, president, KMPC, WJR Detroit and WGAR Cleveland, during Mr. Patt's visit to the Hollywood operation. L to r: Mr. Patt; KMPC's Robert O. Reynolds, vice president and general manager; Gordon Gray, eastern sales representative for the Goodwill Stations; Loyd C. Sigmon, vice president and assistant manager; Tom Frandsen, local sales manager; Oren Mattison, auditor; John Baird, director of public affairs, and Charles Cowling, national sales manager.

FCC Funds Axed

(Continued from page 40)

corrective action. Conferences among our working people have brought out the fact that the present monitoring service of the FCC would not be adequate to cope with the anticipated situation.

Another project requested by the FCC called for $50,000 to provide remote control of 17 high-frequency direction finders used with the monitoring outlets.

With respect to control of electromagnetic radiations, Comr. Sterling explained that the alert plan was conceived to keep certain stations on the air to transmit messages to the public during or after an air raid. The Air Force has agreed "to the plan we are now preparing, and for which our engineers are now in the field setting up the alert system, and it will be placed in operation," he revealed.

Many to Participate

Mr. Renton told subcommittee members that "about 90%" of 2,200 broadcasting stations are expected to participate in the alert system on a "voluntary" basis [BROADCASTING • TELECASTING, June 11].

The military's view on station controls and monitoring was given by Col. Lewis:

The monitoring stations are set up to provide necessary control so that those stations that are operating on any frequency can be identified and controlled through the monitoring system. Likewise, they can also monitor the entire spectrum to determine what stations are broadcasting and whether or not they are in any way available for use by the enemy for navigational purposes. . . .

Rep. Thomas wanted to know whether, in the case of imminent air attack, all radio activities in the U. S. might not be shut down?

Col. Lewis conceded "that would be one answer" but said "it is not the plan agreed upon." Civil defense will have to issue directives during and prior to an alert "to notify the public of what is happening." Comr. Sterling was asked whether there were not sufficient radio stations to "warn the people?" The Commissioner said he felt "they can do a big job" but added he was not qualified to speak on air raid warning systems and equipment, also under discussion by the subcommittee relating to civil defense.

Serves Two Purposes

Col. Lewis stated that the Air Force-FCC plan serves two purposes involving shifts in frequencies and operation in various areas. With use of "clusters," the enemy would be denied a single beam upon which to "home" and would thus be "confused," he explained. "Some stations (thus) will continue to broadcast . . . on the same frequency simultaneous programs and the programs will be utilized by civilian defense. . . ."

Subcommittee members were told that the FCC could notify "every radio station in the U. S." of an imminent attack "in a matter of minutes," after receiving notice from the Defense Dept. The FCC representative at the main control center then would be asked to place into effect the pre-arranged plan worked out with AM, FM and TV stations under which certain stations would cease operation and others would remain on the air.

"We do not intend in most cases to ever black out the entire U. S., so far as the control of radio is concerned—only those areas which are subject to imminent attack."

The House voted the Federal Civil Defense Administration $10,755,000 for operations, including $240,000 for an attack warning plan and $4,170,000 for a communications system. Training and education (through radio, TV and other public media) drew $1,545,000.

In cutting FCDA funds from a requested $535 million to $65,255,000, the House was guided by the committee report which sharply criticized lack of a "realistic, well-coordinated plan." FCDA plans and estimates do not reflect the basic "concept" of national civil defense, the committee felt. "It is obvious that proper emphasis is not being placed on training and education and the dissemination of information," it noted.

On the other hand, it felt that the primary requirements for a well-founded program are communications and an attack warning system, in addition to education.

Similar cuts were wielded over funds for the Economic Stabilization Agency, Defense Production Administration, Office of Defense Mobilization and National Production Authority. In the case of ODM, the House voted $500,000 for a public information program under the guiding hand of Defense Mobilizer Charles E. Wilson. Sums allotted: ODM, $1.85 million; DPA, $2.8 million; NPA, $30 million; ESA (including the Salary and Wage Stabilization Boards, and Office of Price Stabilization), $127.6 million.

Also approved were amendments by Rep. Ben Jensen (R-Iowa) which would limit pay of employes to ceilings contained in regular 1952 fund measures, and by Rep. Lawrence Smith (R-Wis.) who proposed that compensation for persons performing "domestic information functions" be limited to 50% of overall funds in the bill. Number of information specialists on government payrolls had prompted sharp criticism of House members.

Canadian Output

PRODUCTION of radio sets in Canada during the first five months of 1951 totalled 323,600, valued at $22,981,000, according to the Dominion Bureau of Statistics, Ottawa. Production of TV sets in the period totalled 24,800 valued at $12,684,000. Imports of radio and TV sets, mostly from the United States, in that period totalled 18,500 sets, and exports amounted to 10,600 sets.

NBC EMPLOYES

Network Honors Old-Timers

SOME 103 employes who have been with NBC for 10, 20, or 25 years recently were honored at the annual outing held in Purchase, N. Y.

Chairman of the Board Niles Trammell presented watches to 25-year employes and pins to the others, including President Joseph H. McConnell, who has served 10 years.

Mr. Trammell, in return, received a citation and watch for his 25-year tenure.

Among those named to the 25-year club were George H. Frey, vice president and director of television network sales; O. B. Hanson, vice president and chief engineer; Lewis MacConnach, secretary; Raymond Guy, manager of radio and allocations engineering; George McElrath, director of radio network technical operations; and Harry McKeon, controller.

Carleton Smith, vice president in charge of station relations and James V. McConnell, director of national spot sales, received pins for 20 years' service, and Sydney H. Eiges, vice president in charge of press, and Kenneth Banghart, announcer and newscaster, for 10 years with the company.

For the 'Record'

STATEMENT by Brig. Gen. David Sarnoff, RCA chairman of the board, on his impressions of talks with statesmen, businessmen and workmen during his trip to Europe, was inserted in the *Congressional Record* last Monday by Senate Majority Leader Ernest W. McFarland (D-Ariz.). Gen. Sarnoff, upon return from his journey abroad, called for a revitalized Voice of America, tailored for "psychological peace-fare" [BROADCASTING • TELECASTING, Aug. 20].

Bingham Wins 'Em

DICK BINGHAM, of MBS's *Game of the Day* fame, was feted by St. Petersburg Aug. 19, proclaimed "Dick Bingham Day" by the Mayor of the Florida city. Mr. Bingham, sports director of WTSP St. Petersburg (on leave to MBS until the end of the World Series), was presented a $400 golf outfit plus a shower of congratulations from fans who noted his hometown mentions. Ben Greene, local sponsor of the Mutual series, and F. J. Kelley, WTSP vice president and general manager, flew to Chicago to join Mr. Bingham on that day. Mr. Greene added to the gifts, with a 16-mm movie camera set. The sportscaster, who shares the Mutual series stint with Al Helfer, also received a year's membership to a local golf club.

PROPERTY SUITS

Lawyer Stresses Caution

A CAUTION to put business deals in foolscap rather than "on the cuff" was given members of the Hollywood Advertising Club last Monday (Aug. 20) by Robert Myers, resident partner of the law firm of Lillick, Geary & McHose, Hollywood.

Backing up his warning with several examples of plagiarism and invasion of privacy suits that have resulted when advertisers failed to protect themselves suitably, Mr. Myers urged members to get the proper clearance for all properties used.

He further advised the group representing advertisers, radio, television and other media men, to have any outsider submitting material sign a fool proof release agreeing to let the advertiser be sole judge on whether or not material should be used and how; and deciding compensation for the material, if used.

In dealing with professional writers who might balk at such an arrangement, he suggested that a clause be included in the release that, if the writer feels he was wronged in the deal, the case be submitted to arbitration by a panel of people within the industry.

Presenting the case to such a panel as against a regular jury trial would offer the advertiser more protection, he feels, inasmuch as most juries are not familiar with the problems of the industry. Mr. Myers further suggested that a maximum amount for an award by arbitration be stated in the agreement.

In the meantime, "when in doubt get a signature," he concluded.

Better Ad Legislation

Speaking on the same program, Hon. Charles Conrad, California State Assemblyman from Hollywood, urged ad club members to carefully watch legislature measures being taken up, in order to protect their business from any harmful ones. He further advised them to get to know their assemblymen that they might keep in close touch with the workings of the legislative body.

In many cases, Mr. Conrad pointed out, regulatory measures affecting radio, television and advertising are passed by small committees, without being put to majority vote. In other instances the publicity put out on a certain legislative measure often clouds the real issues, and leads the voter astray.

With conditions like this Mr. Conrad stated, advertisers can't afford *not* to be interested in politics.

Donn B. Tatum, director of television, ABC Western Division and manager, KECA-TV Los Angeles, was chairman of the day for the meeting.

BABE RUTH's voice, to be enshrined with other mementoes in Baseball's Hall of Fame at Cooperstown, N. Y., is preserved on this golden record. Paul Kerr (c), vice president and secretary of the Hall of Fame, accepts the recording from Paul Jonas (l), MBS sports director, and Frank White (r), MBS president. Duplicate playable copies also were presented to permit rehearing when occasions warrant. The recording is of the Bambino's speech on "Babe Ruth Day," April 27, 1947, in Yankee Stadium. He died shortly thereafter.

'STAR' SUPPORT

Gained In CAB Argument

BACKING of the influential *Toronto Daily Star* was unexpectedly received by the Canadian Assn. of Broadcasters in its argument that Canada must first clean house before backing up the United Nations draft convention on freedom of information [BROADCASTING • TELECASTING, Aug. 20]. The CAB, through General Manager T. J. Allard at Ottawa, had told the Canadian government that Canadian broadcasting stations were not free to choose the news they wished to broadcast. Canadian Broadcasting Corp. Chairman A. D. Dunton stated that CBC news regulations referred to were not operative at present.

The *Toronto Daily Star* pointed out that CAB had a rightful grievance if the regulations were still on the CBC books, even though no longer in operation. The *Toronto Star*, which usually backs up the CBC and government radio, stated editorially that if the regulation is not enforced it should be dropped, that it places unwarranted limitations on the broadcasters' access to news.

Tribute to Hearst

WCUM Cumberland, Md., silenced its commercial programming Aug. 15 in memoriam to William Randolph Hearst, who died Aug. 14. Station substituted special programs in tribute to the noted publisher, who was founder of The Tower Realty Co., Baltimore, of which WCUM has since become a part. Karl F. Steinmann, president of The Tower Realty and owner of WCUM, a CBS affiliate, has been closely associated with Hearst enterprises.

'AMERICAN NEWS TOWER'

GE Series Forerunner of Voice of America

ALTHOUGH the first Voice of America program did not go on the air until February 1942, the concept of using the international airwaves for an American "propaganda through truth" campaign got its first tryout five years before that time as the *American News Tower* series broadcast round-the-world by the two General Electric Co. shortwave stations W2XAD and W2XAF.

Idea was suggested by C. D. Wagoner of the GE general news bureau following talks with Carl W. Ackerman, newspaper correspondent who is now dean of Columbia U.'s graduate school of journalism. "He told of censorship placed by other countries on news originating in the United States and of how stories were colored so as to create a most unfavorable impression in the minds of foreigners," Mr. Wagoner recalled last week.

Shortwaves seemed to be the answer; GE had hundreds of letters from all parts of the world telling how well its shortwave broadcasts were heard. "So the idea of inaugurating a broadcast news service to other countries was brought to the attention of the late Franklin D. Roosevelt. He liked it and made an appointment for a GE representative to discuss the plan with Sumner Welles, then Under Secretary of State. Mr. Welles was likewise enthusiastic, said he would send word to all embassies in foreign countries, asking ambassadors and consuls to spread the word as widely as possible in their respective communities. Thus the way was paved for the programs."

Days Summary Arranged

GE arranged with the Press Radio Bureau for a 500 to 600 word summary of the day's news of the country to be wired to Schenectady each day except Saturday and Sunday at 5 p.m. for broadcast on *American News Tower*. Program's name, Mr. Wagoner explained, plus its description as news for Americans wherever they might be, was felt to "remove any suspicions of foreigners that this was a scheme of spreading propaganda from America. It also was felt that such programs would catch the ears of foreigners in that they would feel they were listening in on a somewhat private conversation between this country and its own people."

Officials at GE were no less enthusiastic about the project than the government executives. John R. Sheehan, now radio and television director, Cunningham & Walsh, who was then in charge of the GE shortwave operations, was so impressed with the program's importance that he personally edited and broadcast the initial *American News Tower* newscast. Reaction was prompt, and good.

That was in June 1937. It was not until February 1942 that the Voice of America was first heard. In June 1942, the Voice was placed under OWI and in August 1945, at the end of the war, it was transferred to the State Dept., which is still in charge. The GE shortwave stations, where it all started, are now part of the Voice of America network.

San Diego AWRT

RADIO and television women in San Diego have organized the first western chapter of American Women in Radio & Television. Izetta Jewel, KCBQ women's program director, is founder and honorary president of the San Diego chapter. She has been named national vice president and organizer for the Pacific Coast states, an area which includes Alaska and Hawaii. Officers of the San Diego chapter are Molly Morse, KFMB, president; Nancy Read, KCBQ, secretary; Janice Mesmer, KFMB, treasurer, and Bobby Truesdale, KCBQ, membership chairman.

WTAR

Sells ALL the Norfolk Metropolitan Sales Area for You!

WTAR delivers more listeners-per-dollar than any other local station in Norfolk, Portsmouth, and Newport News, Virginia.

Hooper and BMB prove it. Sell your product more profitably with WTAR.

Nat'l. Rep.: Edw. Petry & Co.

AM in The A.M.

(Continued from page 25)

formal feeling of morning radio. Both the audience and the sponsors love it.

The Bank of America used a participation for its Time-Plan loans on Mr. Story's first show with such spectacular success that it bought an across-the-board series. Shortly thereafter the bank began to sponsor the m.c. in the special *Top of the Morning* series to Columbia Pacific stations in California. The Story personalized presentation is a major share of the Bank of America radio advertising in California.

Other long-term advertisers include Pyroil and Curtis Publishing Co.

Mr. Story began his radio career in high school as an announcer for WKZO Kalamazoo. After a temporary career as a drug salesman, Mr. Story returned to WKZO as announcer, writer and director. During the war he was an Army Air Force fighter pilot in the E.T.O. In 1945 he was with WGR Buffalo and in 1948 became a free lance director of morning shows in New York. He came to KNX when the station decided to revamp its morning programming.

* * *

DAWNBUSTERS

From a fee of $2 per program to being top man on WWL's top morning show with a staff of thirty is the personal success story of Henry Dupre, m.c. of *Dawnbusters*, 7:15-9, Mon.-Sat. At the same time it is the 18-year morning success story of the CBS New Orleans outlet.

The "Duke" began his radio career with WMCA New York reading poetry at the same time he was appearing in several Broadway hits including: "Diamond Lil" and "Whoopee." He says "it was plenty of experience but I nearly starved to death." Just when things began to look up Mr. Dupre was called home to New Orleans by the serious illness of his father.

In 1932 WWL was a small station. It consisted of one studio, two offices, one announcer, phonograph records and PLENTY of hillbillys. Henry landed a job reading poetry at $2 a program. He was such a success that he was hired to do part-time announcing and his salary was raised to $10 a week. When the station was granted full time he was made a member of the staff.

When the need was felt for a higher morning rating, every member of the WWL staff was auditioned for a morning show. Mr. Dupre clicked. He went on the air with "the time, light chatter, weather report, easy listening music and enough corn to encourage a smile, regardless of their feelings."

He created two characters, Judy and Dopey, who caught on immediately with WWL listeners. Judy was a 33⅓ rpm played at 78 and Dopey was a 78 rpm played at 33⅓. Dialogue with the two went on day after day to the delight of the growing audience. Today the show has a cast of 30 and a long record of sending ex-*Dawnbusters* on to stardom.

The program has been sold out for fourteen years. Among satisfied sponsors are 4-Way Cold Tablets, Chill Tonic, Bromo Quinine, BC Headache Podwer, Stanback, Kool Cigarettes, Super Suds, Feenamint, Octagon Soap, Doan's Pills, Camel Cigarettes, Lifebouy, Ipana, and Arrid.

* * *

RAMBLING WITH GAMBLING

One of the top morning men in America's top market is John B. Gambling, heard on WOR New York from 6 to 7 a.m., Monday through Saturday, on *Rambling With Gambling* and from 7:15 to 8 a.m., Mon.-Sat. on *Gambling's Musical Clock*. On Saturday the *John Gambling Show* is on from 8:15-9 a.m.

Rambling With Gambling features semi-classical and light classical recorded music, frequent mentions of time and weather. The aim is to wake people pleasantly, an aim which continues as the goal in the following *Musical Clock* program. The second show features live music, played by the Gamboliers, and the same type of music that comes from records on the earlier show. It's never very exciting, but it's easy to listen to. The diction is good and clean-cut and Mr. Gambling manages to keep commercials from annoying people with uncertain early morning tempers.

So successful is the format that it has been going on, almost unchanged, for 26 years. Known to literally millions of New Yorkers as the "Human Alarm Clock" after more than a quarter of a century he shows no sign of running down.

A native of Cambridge, England, Mr. Gambling was a wireless operator with the Royal Navy during World War I. After the war he came to the U. S. where his first job was as engineer with WOR. He took on the most hated stint, the 6:30 morning gym class which was a part of every well-managed radio station in those early days. One day the announcer failed to report. John was equal to the emergency —set his controls and did an ad lib job through the hour-long show. That experience resulted in his being given the job permanently. A talent for ad libbing and an ability to retell what Mr. Gambling calls "the oldest jokes in radio" are part of the Gambling charm.

Sponsors on the Gambling show are as loyal as the listeners. In one case, at least, it was a listener who turned sponsor. Mr. and Mrs. Chambers, who own and operate Peter Chambers Inc., retail fur establishment, listened to the show for 20 years. After attending his 25th anniversary broadcast they decided the Gambling audience represented their type of customer. As a result they tried a 13-week campaign during the fall of 1950. It was so successful that it was renewed. According to Mr. Chambers: "Our experience provides concrete proof that his listeners are sold, one thousand percent on John Gambling. . . . They have complete confidence in what he says and what he sells."

Since 1942 the Hudson Pulp and Paper Corp. has used the *Musical Clock* to sell its paper napkins and other products. They say: "WOR has accounted for 90% of all Hudson advertising in the New York area and deserves at least 90% of the advertising credit for changing Hudson from a 'private label' to New York's No. 1 napkin!"

Rambling With Gambling and the Saturday show are participating, with rates starting at $90 per spot. The *Musical Clock*, which is sponsored by Hudson, is $4,500 a week.

EASY DOES IT

An easy-to-listen-to style is the trademark of WRVA Richmond's early morning disc show, emceed by Carl Stutz. Using all types of music, from populars to the classics, the show is paced for the awakening listener's ear.

The commercials are given a smooth voice treatment which is a particular talent of Mr. Stutz, who believes that a disc show should "live up to all the requirements of a live network program."

Before entering radio Carl worked as an accountant, a photographer and as a musician. Three years ago when WRVA was looking for a disc jockey for the early morning show they chose him from the station's announcing-production staff.

A graduate of the U. of Richmond Carl began his radio career seven years ago at WRNL Richmond, then moved to WBEN Buffalo, then back to WLEE Richmond before going to WRVA. He has collaborated on several songs with Sam Fouts, continuity director of the station. Among those which have appeared on major labels are "Feelin' Sorry", "Send in Your Name and Address", "Time and Time Again," "Lets Talk It Over" and "When I Wake Up Christmas Morning."

Easy Does It is on the air Monday through Friday 7:05-9 a.m. and on Saturday 7:05-7:55. The large share of the morning audience

HAROLD F. GROSS (c), president and general manager of WGFG Kalamazoo and WJIM Lansing, affixes his signature to a contract affiliating these stations with NBC, Sept. 30. Mr. Gross says that WGFG covers the Battle Creek market also. Carleton D. Smith (r), network vice president in charge of station relations, and Norm Cash (l), NBC director of station relations, signed for the network. Both WGFG and WJIM will continue to jointly program NBC and ABC. WJIM-TV was added to the basic NBC television network last July 1.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

CBS

which WRVA enjoys, pleases sponsors, some of whom are: Lifebuoy, Arrid, Chesterfields, Ford, Kasco Dog Food, Joy, Anacin, Dr. Caldwell, Lipton, Chase and Sanborn, Goodluck Margarine, Luster Creme, A&P, Halo, Silverdust, Cuticura, Halo and McCormick Tea.

There are still some participations available on the program. Standard rate is $25 a participation, with frequency discounts.

Griffin Mfg., one of the long time national sponsors on the program, wrote the station that they were "very pleased with the intelligent handling of our products by Carl Stutz". Virginia Dairy Co., another long-time user of the program, said: "We feel that WRVA has done a real job for us. . . ."

* * *

START THE DAY RIGHT

An authentic western drawl is the trade mark of Mac McGuire on his *Start the Day Right* program over WIP Philadelphia.

Promptly at 7 a.m. he goes on the air with records, and transcribed music, frequent time announcements, weather and comment in his own congenial, friendly manner.

At 81 Mac has been in radio 22 years. He was featured as a boy soprano on a children's program in Peoria at the age of 9 and was one of many to take the Atwater Kent auditions. Many of his early years were spent in the far west where he worked on a ranch.

At 9:30 a.m. McGuire goes on Mutual with a coast to coast, six-day a week, show *Harmony Rangers*. In the evening he makes one-night stands throughout the station's listening area, appearances which are advertised with the station identity and which are credited with helping to build his air popularity.

Capitol Records have released many of Mac's numbers including: 'I'm Gonna' Dry Every Tear With a Kiss," "The Place Where I Worship," "The Cake Walk" and "Hokey Pokey Polka." He has been featured in theatres throughout the midwest with other hillbilly and western "name" stars.

Advertisers find this morning show particularly productive. Among the more successful firms on the program are Anders and Jervis, Brooks, Beneficial Saving Fund, Broad Motors, Miller, North Broad Storage, Arrow Store, Manchester Laundry, Philadelphia Electric, Household Finance and Dif Hand Cleaner.

Rates are $30 per one minute spot announcement with frequency discounts. Currently the show is sold out.

Nedicks, national restaurant chain, sends coffee and doughnuts to the morning man each day. Much interest has built up over the years in the m.c.'s comment over the messengers' arrival time. On the rare occasions when he fails to appear, the mail swells with inquiries.

* * *

CLOCK WATCHER

One feature of Curt Ray's 8:15-8:45 *Clock Watcher* morning show on KMOX St. Louis is a brief report on the more important goings on in the city.

Ray plays a selection of recorded popular tunes, gives frequent time and temperature reports and brief news bulletins.

A talent for integrating introductions into both records and commercials is one of his fortes. For example here's how one recent show opened:

. . . (Theme song—Peggy Lee's "It's a Good Day.") It could be today, so how about a little music to get the deal under way? It's part of the agenda for another visit from the Clock Watcher. In said role, this is Curt Ray reporting the findings of the clock and the thermometer, a quote from the weatherman, as usual; and, briefly, news and events from news of the day. And speaking of the day, as far as I am concerned . . . (Right into Guy Lombardo's vocal "The Best Time of the Day.")

Commercials also tie in with easy chatter, and since nearly all commercials are ET's, they prove particularly adapted to the same treatment as records. Among advertisers on the program are Bristol Myers, Colgate-Palmolive-Peet, Kellogg, Lipton and Standard Brands.

Curt Ray's radio career began at the U. of Iowa where he participated in many activities on the school's 5 kw station. After graduation he went right into radio work. He has worked with many of the big name bands of the nation and is closely acquainted with many of the leaders.

The show always enjoys a high rating in St. Louis. Base rate for participating one-minute announcements is $75.

* * *

ABC HOME DIGEST

From 6:30 to 7 every morning except Sunday John Harvey is heard throughout KGO San Francisco's 50 kw coverage area. His is a solo production: Chatter about family topics—time and weather reports—a few records, one of which is always a military march. Listeners like it, as do such advertisers as Bayer Aspirin, Bon Ami, Borden's Dairy, Sta-Flo Liquid Starch, *Collier's* magazine, Chase and Sanborn Coffee and Yami Yogurt.

Behind this top morning personality are a tour with his own stock company, two years at WAAW Omaha and a morning show with KOIL Omaha. During the war he was a combat correspondent with the Coast Guard in the South and Central Pacific. After the war he joined the ABC production staff in Hollywood.

KGO picked him for his affable, easy going style and warm rich voice plus his long radio experience.

In order to give advertisers maximum flexibility, John offers four sales plan, two of which combine participations in his morning and afternoon programs, *ABC Home Digest* (6:30-7 a.m., Mon.-Sat., and *ABC Home Institute* 3-3:30 p.m., Mon.-Fri., 10:30-11 a.m. Saturday). Rates on his morning program are $25 for one participation per week and $135 for six.

Agency for one client, Santa Clara Packing Co., wrote to the station: ". . . we are extremely pleased with the very fine results obtained from . . . John Harvey . . . over KGO San Francisco," citing a special plastic mold offer which was used on all their radio and TV advertising the letter pointed out that ". . . of all the orders . . . 43.5% were received from John Harvey's enthusiastic audience, more than any other medium used."

SELLS COMPETITION

Mgr. Plugs Another Station

ROBERT W. MAERCKLEIN, of the Maercklein Adv. Agency, Milwaukee, blinked his eyes and looked again. Yes, it was true! Jerome Sill, general manager, WMIL Milwaukee, actually was plugging another Milwaukee station!

Mr. Sill, in a letter to Mr. Maercklein said: "We want to tell you about us, to be sure. But we want to tell you about another Milwaukee station, too. It's the 250w WEMP. It's an awful good radio station."

Although Mr. Sill makes it clear that WMIL and WEMP are not sold in combination, he points out that an advertiser purchasing time on each station gets a better buy than if the advertiser bought time elsewhere.

OIL EXPLOSION

WLCS Reports to Nation

WLCS BATON ROUGE, La., through the program, *Headline Edition* over ABC, told the nation about the oil explosion which rocked the Louisiana capital Aug. 16.

The blast occurred at the Standard Oil Refinery at 5:45 a.m. that day as WLCS's early morning man, Mark O'Brien, was preparing the station's sign-on at 6 a.m.

Mr. O'Brien went on the air at 5:50 a.m. with a report of the blast. Throughout the day WLCS gave on-the-spot taped recordings of the explosion. In the blast, two men were killed, 10 injured and damage was estimated at over $100,000. Mr. O'Brien and Gene Nelson reported on the nation-wide *Headline Edition* that same evening.

WESTERN Union Telegraph Co. has announced operating results for first six months of 1951: Gross revenues totaled $98,611,019, with net income listed as $4,246,672. For comparable period last year, gross was $88,483,907 and net, $3,206,300. Federal income tax provisions for current period were $2,518,000 as compared with $400,000 for first six months of 1950.

Here's News for Ad Alley!

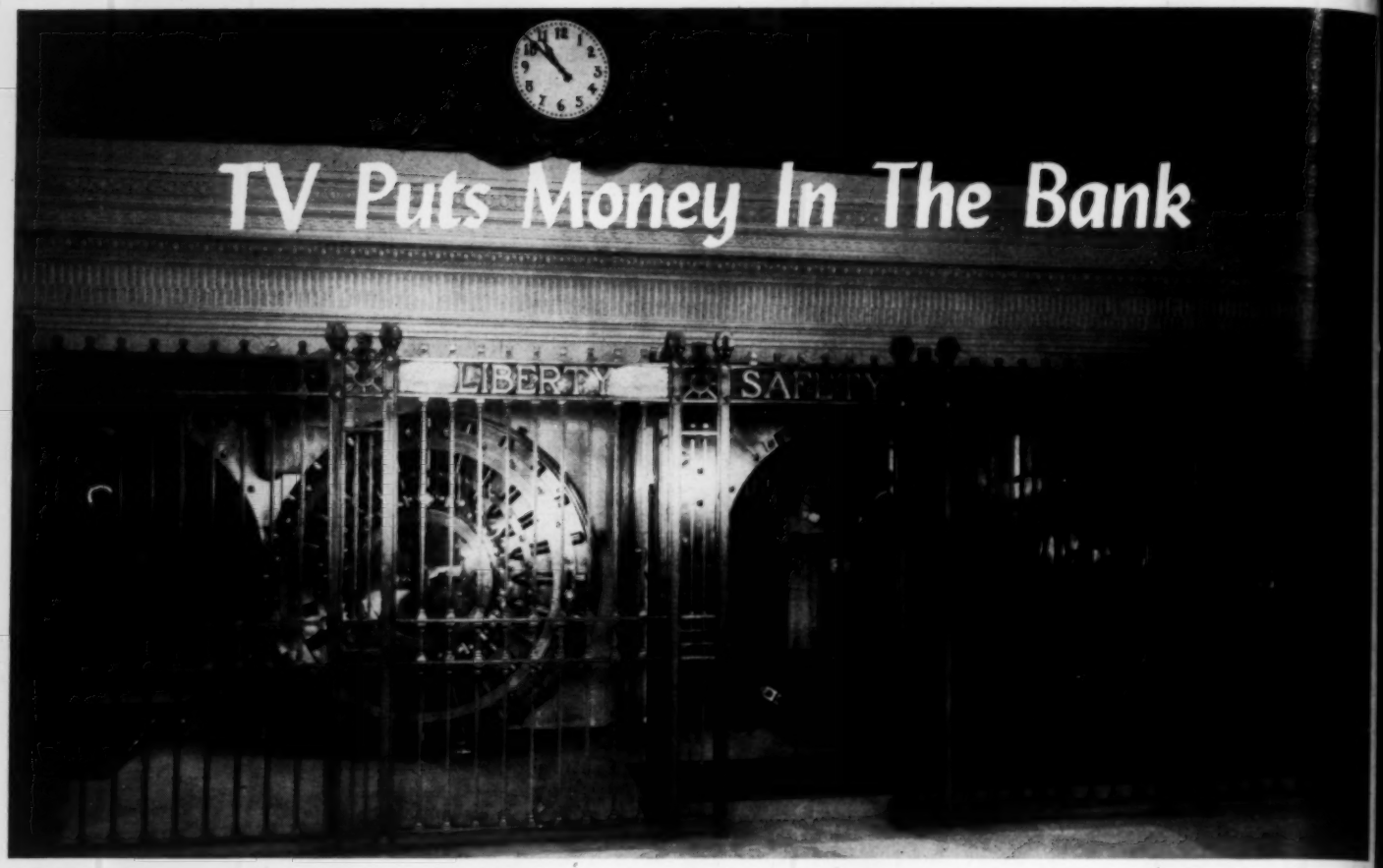
After months of research, Adam Young has brought to light a "Least Common Denominator" for interpreting BMB figures.

This method, by completely eliminating the popularity factor from physical coverage, puts BMB statistics in their true light—gives a "reading" that is equally fair to ALL radio stations whether Independent, Mutual, ABC, NBC, CBS.

May we tell you more about this Mr. Time Buyer?

Adam Young Inc.
RADIO STATION REPRESENTATIVE
22 EAST 40th STREET • NEW YORK 16, N. Y.
NEW YORK • ST. LOUIS
CHICAGO • LOS ANGELES • SAN FRANCISCO

TV Puts Money In The Bank



THE LIBERTY National Bank & Trust Co., now in its 97th year, is the oldest financial institution in Louisville, but it's as spry as a sprout when it comes to advertising.

The day television was introduced to Louisville, Liberty National became a TV advertiser. The company has not left the television air since.

Film commercials . . .

* * *

Liberty sponsored the telecast of a football game between two high schools on Thanksgiving Day, 1949, when WAVE-TV began television broadcasting. Immediately afterward, the bank bought a daily one-minute weather report at 7 p.m. on WAVE-TV which continued to July, 1950.

Since July 13, 1950, Liberty has sponsored a weekly half-hour show on WHAS-TV. It's the most highly-rated, locally-produced musical show on television in Louisville.

The program stars an organist, Herbie Koch, who has been a popular WHAS performer in radio for 18 years. Each program is built around the massive WHAS studio organ, said to be the largest in any radio station studio.

For variety, Bill Picket, a baritone, is presented in various settings, and Producer Bill Loader also uses still pictures, film clips and drawings for additional pictorial variety to accompany the music.

Broadcast at 9:30-10 p.m. Thursdays, the *Herbie Koch Show* runs the musical gamut from jazz to Bach fugues. For some time the program featured each week the favorite musical selections of prominent men in Louisville.

Still pictures of three or four of these leaders were shown on each program as their selections were played. In the opinion of Liberty National, the feature had viewer interest and created goodwill for the bank among important people whose favorite tunes were used. Finally, however, the bank ran through all the top-caliber leaders of Louisville and had to abandon the feature.

Since then, guest artists have been used on the show. On some occasions whole groups have appeared. An Easter program featured the entire Louisville Philharmonic Chorus of 52 voices.

for Liberty National . . .

Ashby Millican, first vice president of Liberty National says the *Herbie Koch Show* suits the special needs of bank advertising.

"It is not spectacular in any way," Mr. Millican said, "but musically it is a good show; it is pleasant, relaxing and we believe a welcome change in tempo from the high-powered, fast-moving, screaming, hard-hitting types of shows that are now so prevalent."

point up conveniences . . .

* * *

Since starting in television, Liberty National has tried out almost every kind of TV commercial announcement. It used films, stills, Balopticons, and live performances before settling down to its present techniques.

The opening and close of the show now are on film, showing Liberty's home office building, a landmark in Louisville. Other films, used from time to time, have pointed out banking services provided at headquarters and the ten branches that Liberty National operates.

The principal commercials on the show are live. A vice president of the bank, acting as a banking counsellor, explains the various services that Liberty National offers. The commercials lean heavily toward institutional selling.

The bank supports the show with consistent promotion. Each week it runs a newspaper insertion advertising the program and the guest artist of the week. It includes mailing pieces in its monthly statements to depositers, and downtown branches of the bank display signs promoting the show.

"We don't know of any program on TV similar to our present program," Mr. Millican said recently.

"We feel that our show has dignity and stature and consequently is the type of program that a financial institution can sponsor without fear of criticism. The people who like this type of show are loud in its praise; those who do not like it certainly can find nothing objectionable in its format."

like drive-in depositing.

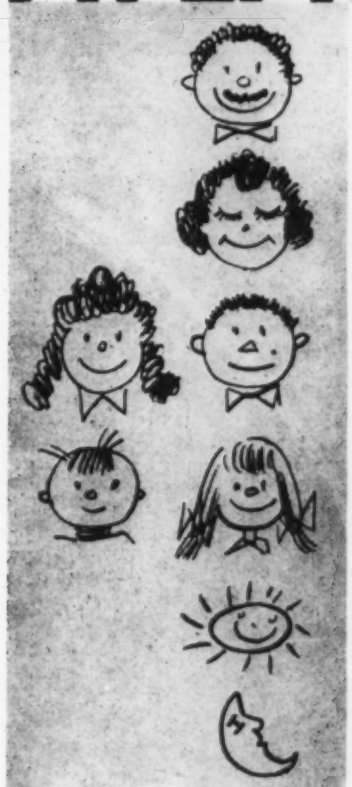
AUGUST 27, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

KTLA

SELLS THE WHOLE FAMILY—ALL THE TIME!



not just MEN--
8 of the 'Top 10 Men's Shows' are on KTLA ★

NOT just WOMEN--
8 of the 'Top 10 Women's Shows' are on KTLA ★

NOT Just TEENAGERS--
9 of the 'Top 10 Teenagers' Shows' are on KTLA ★

not just CHILDREN--
8 of the 'Top 10 Children's Shows' are on KTLA ★

NOT Just DAYTIME--
10 of the "Top 10 Daytime Shows" are on KTLA ★

NOT Just Evenings--
8 of the "Top 10 Evening Shows" are on KTLA ★

★ Tele-Que, July 1951

KTLA
LOS ANGELES
CHANNEL 5

KTLA Studios 5451 Marathon St., Los Angeles 38 HOllywood 9-6363
Eastern Sales Office 1501 Broadway, New York 18 · BRyant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

KTLA — THE BEST ADVERTISING BUY IN LOS ANGELES

XUM

TV SATURATION

LOS ANGELES LEADS AMERICA WITH MORE THAN 60% TELEVISION HOMES!

That's right — better than every other home in Los Angeles has TV. No other area approaches such television saturation!

Over 800,000 of the 1½ million *families* in this great booming market now own TV ... well over 1,000,000 sets! And to reach a handsome portion of this eager, responsive audience, your best bet is KNBH—the NBC outlet in Los Angeles.

Remember: Los Angeles is now over a billion dollars ahead of Philadelphia in retail trade. It's America's *Third Largest Market*—with business activity already up 24% over *last* year!

Choice time is available on KNBH to help you sell this rich market. For complete information, write KNBH, Hollywood, or call your nearest NBC Spot Sales Office.

Here's the *easiest* way to get the picture of America's fastest growing market—Southern California: See NBC's new film

THE GOLD RUSH IS STILL ON

Available from your nearest NBC Spot Sales Office. Our sales representative will gladly arrange a showing of this film.

NBC HOLLYWOOD

KNBH channel 4

TO SELL THE BUYING MILLIONS IN

AMERICA'S 2ND LARGEST TV MARKET

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

AUGUST 27, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

RCA COLOR TUBE

'Less Satisfactory' Than Disc—Goldmark

LABORATORY tests with the RCA tri-color tube as part of a color receiver for telecasts by the CBS field sequential system have shown it to perform far less satisfactorily than the color disc developed by CBS, Dr. Peter C. Goldmark, vice president, CBS Laboratory Div., reported Wednesday in an exclusive interview with BROADCASTING • TELECASTING.

"The difference is not slight, but of the day and night variety," he said, "from every aspect—color, contrast and detail."

Furthermore, Dr. Goldmark stated, executives of Hytron Radio & Electronics Co., tube manufacturing division of CBS, have found the RCA tri-color tube impractical from the manufacturing standpoint, both as to possibility of mass production and to price, which he said was far in excess of that of the color disc unit.

Dr. Goldmark expressed disappointment that the RCA tube had not proved more successful with the CBS system of color TV—"after all we're in the tube business now and we'd as soon manufacture RCA's tubes as anyone else's"—but said that while a color tube will undoubtedly be developed at some time which will satisfactorily serve color TV," the RCA tube is not the answer.

"Even if this tube were comparable in price with the color wheel, we still would not use it because of its inferior picture quality," he declared.

Self-contained Unit

Apparatus needed to add color reception to black-and-white via the CBS system is now being packaged into a single, self-contained, sealed unit which the set manufacturer can install with his black-and-white receiving equipment in a cabinet, with no need to concern himself about color receiver discs, tubes or circuits, Dr. Goldmark reported.

Two companies—Crescent and Webster-Chicago — are already turning out these color packages, he said, with a number of other companies preparing to do so. Plan is identical, he explained, with that used in the manufacture and installation of vari-speed record players in phonographs.

Just returned from Europe, where he sat in as an observer on CCIR deliberations on international TV standards, Dr. Goldmark said that there was no agreement as to definition or any major standard, with each nation holding out for its own standard and with political considerations seemingly more important than pure engineering factors. He reported sensing a rather general attitude that with things as they are in Europe, it made little difference whether continental TV standards are settled this year or next.

He said that the response of Germans to the color TV demonstrations staged by CBS in Berlin were even more enthusiastic than that given last year's demonstrations in this country by Americans. "Most of our Berlin audience had never seen any television before, let alone color," he said, "and it swept them off their feet."

After the Berlin demonstration is concluded, Dr. Goldmark said the 9,000 pounds of color TV equipment—a camera chain and six receivers, including a 17-inch drum unit — will be shipped to Zurich for demonstration at a new hospital in that city, whose officials are interested in using TV as an educational tool. This demonstration, to include the first colorcast of an operation in Europe, will be handled by Remington Rand, sales agent for the CBS color unit.

Paris Exhibit

From Zurich, the equipment will travel to Paris, he said, for use in surgical colorcasts at the meeting of the International Congress of Surgeons there the end of September. Smith, Kline and French Labs will sponsor the Paris color showing as they have sponsored similar showings at medical meetings in the United States during the past several years. E. R. Squibb & Sons, which had planned to sponsor black-and-white operation telecasts with RCA equipment at the Paris gathering, withdrew when it learned of the S-K-F color plans, Dr. Goldmark reported.

Dr. Goldmark said he expects to be in Paris at that time—his fifth trip to Europe this year—on his way to Switzerland to confer with engineers of the Swiss Institute of Technology about the Eidophor system of theatre television developed there. Twentieth Century-Fox Film Corp. has acquired rights to use the Eidophor large-screen system for receiving telecasts in color via the CBS method and hopes to have at least one unit installed in a theatre and ready for demonstration before the end of the year [BROADCASTING • TELECASTING, July 30].

ADMIRAL'S STAND

Big 5 Still United

DON'T TAKE too seriously the fact that Admiral is first of the "Big 5" in TV manufacturing to show a TV color "slave" console.

That is no indication of a break in manufacturers' ranks against the FCC-approved CBS system.

All major manufacturers are still rooting for the all-industry simultaneous system being developed by the National Television System Committee [BROADCASTING • TELECASTING, Aug. 13].

However, as merchandisers, manufacturers are well aware that they've got to watch the movement of color TV units in the fall-winter market. If color units sell, they'll make them.

Virtually all manufacturers have color sets, "slave" units or converters on their drawing boards or in their laboratories.

Admiral's "color companion" set has a 10-in. picture tube, magnified to give a 12½-in. picture. It has not been priced. It is on a "sample" basis to distributors right now. Admiral hopes to make enough to put the unit into all its dealers stores in the next 30-60 days.

But Admiral's realistic attitude —reflecting that of all major set makers—is made clear in a consumer brochure that heralds "Color TV Optional."

In fifteen-and-a-half of its 16 pages, the 3½x5-in. booklet stresses that the future of color TV is a compatible, "all-electronic" system and that Admiral's new 17-set line has been engineered for the addition of color TV when and if the customer wants it.

In a half-page of the booklet, Admiral tells the customer that it has a color "companion" set available now.

Only other color units that seem certain to be on the market this fall and winter, according to a quick BROADCASTING • TELECASTING survey of major manufacturers last week, are:

CBS-Columbia, Webster-Chicago, Teletone, Stewart-Warner, Meck.

CBS looks for color units from such other manufacturers as Arvin, Muntz, Tele-Video, International Television, Trav-Ler. It also believes color converters (which will require technical installation) will come from such non-radio-TV manufacturers as Celeomat, Television Engineering Co., JFD Manufacturing Co.

Prices apparently will be in the $200-250 range. Teletone hopes to sell a "slave" unit for $125. Majority of those saying they will make color units hope to be in real production sometime in October. They hope to have samples in dealers' hands by mid-September.

SET SHORTAGE

Opinions Differ On Problem

DIFFERENCE of opinion among radio-TV manufacturers on whether defense impact will cause shortages of TV sets this fall and winter was publicly highlighted last week.

In San Francisco, before the Pacific Electronics Exhibit audience, Radio-Television Manufacturers Assn. President Glen McDaniel said:

"In the light of tightening materials controls, TV receivers may again be in short supply before Christmas."

In Los Angeles, before distributors, Westinghouse TV-Radio Division Manager F. M. Sloan said:

"Despite increasing government restrictions to conserve vital metals, the television industry will be able to manufacture as many television and radio sets as the market will absorb by the year's end."

Meanwhile, RCA last week announced price cuts on its current TV set line effective Sept. 1, preparatory to coming out this week with new line of 10 sets.

Cuts ranged from $30 on basic 17-inch Newport table model, to be $239.95, to $115 on top-of-the-line 19-inch Hillsdale console, to be $359.95.

The reductions are reported to have been in effect informally for the past month.

RCA's new line will run in price from $225 to $495.

TV TROUBLES

Brown Cites Current Pressures

THE RELATIVELY young television industry faces governmental and private-interest pressures that keep it in a constant state of uncertainty, Thad Brown, NARTB television director, told the association's District 4 members at their meeting last week (see main story page 23).

Reviewing a long list of functions undertaken by the TV organization within NARTB, Mr. Brown predicted a final TV allocation plan might come out of the FCC by March 1. He said he was unable to explain a prediction by FCC Chairman Wayne Coy at a recent Senate hearing that the freeze might be ended in September. (Mr. Coy subsequently revised his estimate in light of "paper" hearings scheduled to run through Nov. 26 [BROADCASTING • TELECASTING, Aug. 6].)

In his reference to pressure by so-called educational interests for large hunks of the TV spectrum, Mr. Brown said reservation by the FCC of 10% of facilities actually would mean 25% to 50% of the available channels in specific communities.

FCC officials are "deeply concerned with the time elements in the freeze," Mr. Brown declared.

He briefly listed some of the TV industry's more serious problems as: The freeze; FCC allocation procedure; oral argument on the allocation plan; educational reservation; educational stations; TV program standards; standard agency contracts; ASCAP; excess profits tax; engineering; organized college restrictions on football telecasts; Congressional baseball investigation; reclassification of programs, and legal and government matters.

Congress Concerned

In a roundup of the legislative situation he said Capitol Hill is deeply concerned about television and feels it should either investigate or legislate in view of the wide interest in the exciting new medium.

Mr. Brown went into the move to write program standards for television, saying subcommittees will report Oct. 2-3 on progress of their work, with a full report to be submitted to the NARTB membership at a meeting scheduled Oct. 19 at the Stevens Hotel, Chicago.

He outlined anti-trust angles of the standards problem as well as regulatory angles in case a station is subjected to association discipline.

Taking part in a question-answer panel conducted by Campbell Arnoux, WTAR-TV Norfolk, were William R. McAndrew, WNBW (TV) Washington; Keith Byerly, WBTV (TV) Charlotte, N. C.; Richard P. Doherty, NARTB employe-employer relations director, and Mr. Brown. Mr. Arnoux turned the gavel over to Harold Essex, WSJS Winston-Salem, NARTB District 4 director, so he could join in the argument.

Mr. Arnoux, responding to a question by Frederick L. Allman, WSVA Harrisonburg, Va., said the effect of TV on the AM audience is "profound" when TV first hits a community but subsides until radio and TV are soon living side-by-side. Intelligent AM programming and selling will bring radio its share of the audience, he said.

Mr. McAndrew said WRC, AM unit of the NBC Washington operation, had increased its morning time, bringing AM income for June-July ahead of last year. Mr. Arnoux said AM was going up this fall, with marked gains in chain breaks, announcements and participating programs.

Harold E. Fellows, NARTB president and formerly in charge of WEEI Boston, said in response to a question directed his way that several Boston stations, including WEEI, had increased their business when TV came to the city, with managers and salesmen really getting down to hard work.

Mr. Essex said the situation reminded him that 20 years ago newspapers were hit by radio but now they are selling more space than ever before. Mr. Byerly said ratings of WBT, AM adjunct of WBTV, were the highest in history. "It's a matter of programming and selling," he continued.

1500-FT. TOWER

Okla. City Group Seeking TV

WORLD'S TALLEST man-made structure is proposed for an Oklahoma City TV station by the Oklahoma Television Corp., syndicate of local businessmen which includes ex-Gov. Roy J. Turner and radio pioneer Edgar T. Bell.

Application will be filed this week with the FCC. Three TV applications were filed last week through Aug. 23—for Chicago, Columbia, S. C., and Meridian, Miss.

Oklahoma group proposes a 1,500-foot tower on a site eight miles north of the city. Highest man-made structure is the Empire State Bldg. in New York which is 1,250 feet above ground. Group intends to spend $1,500,000 to build the Channel 9 station and will ask for 200 kw radiation to cover substantially the entire state.

Plan is to spend $360,000 to operate and they hope to have $400,000 income the first year.

Associated with Gov. Turner and Mr. Bell—who gave up his interest in WKY Oklahoma City in 1948—are Luther T. Dulaney, radio-TV and appliance distributor (RCA Victor radio-TV sets); Henry S. Griffing, southwest theatre chain operator, and Forrest E. Harper, who has oil interests.

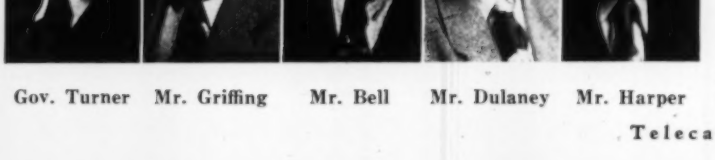
Gov. Turner, who has oil interests and is a large cattle breeder, is president and 15% stockholder. Mr. Bell is executive vice president and 15% stockholder; Mr. Harper, vice president, 15%; Mr. Griffing, secretary, 30%; Mr. Dulaney, treasurer, 30%.

Oklahoma City application will make a total of five seeking the remaining two VHF channels—one of which FCC proposes to reserve for educational TV. Other applicants are KOMA, Mid-South TV Broadcasting Co., Oklahoma City Television Co., and Southwestern Publishing Co. (*Southwestern American* and *Times-Record*, Fort Smith, Ark.).

Application for Chicago's Channel 11 with 32.4 kw radiated power was by American Federation of Labor's WCFL. It plans to spend $292,500 on construction. FCC proposes to reserve Channel 11 for an educational station, and it is the only VHF frequency available in that city. The AFL application makes the fifth applicant for that city—WIND, WJJD, WFJL and Zenith Radio Corp. CBS, also an applicant, is buying WBKB's Channel 2 facilities if and when United Paramount Theatres Inc.-ABC merger is approved by the FCC.

In Columbia, S. C., WNOK is asking for Channel 10, with 24.5 kw power. Applicant plans to spend $208,849 for construction. This is the third application for Columbia's two VHF channels. The others are WIS and WMSC.

In Meridian, Miss., WMOX is seeking Channel 11 with 11.6 kw power, plans to spend $90,000 in construction. WMOX is owned by Birney Imes Jr., who also owns WCBI Columbus, WELO Tupelo, WNAG Granada, WROX Clarksdale, all in Mississippi. He is also the publisher of the *Columbus* (Miss.) *Commercial Dispatch*. This is the first application for Meridian's single VHF-channel.



Gov. Turner Mr. Griffing Mr. Bell Mr. Dulaney Mr. Harper

STOKEY NAMED

To Head NSTP Labor Unit

MIKE STOKEY, producer, *Pantomime Quiz*, was named to head National Society of Television Producers' seven-man labor committee at last week's regular monthly meeting of the group. Committee will study labor conditions pertaining to television production and report findings to the NSTP membership, as its first step in planning negotiations with film unions.

Group plans to negotiate as a whole with film unions for a contract covering all producers, through the special NSTP committee.

Others making up the labor committee are Julius Tuchler, Syd Cassyd, Jack Voglin, Max Gilford, NSTP legal counsel; Betty Mears and Bill Stevens. Elliott Kelly, labor consultant for Snader Telescriptions Corp., acts in a similar capacity for the group. First meeting is to be held today (Monday).

Also accomplished at the meeting was formation of a title registration bureau. Scale of charges on title registration was approved to be $1 for the first six months; $5 for second six months; $25 for third six months, with affidavit of activity required on the final period. Prior title registration protection will be provided producers on projects in preparation.

Code administrator to replace Martin Mooney will be named at the next meeting.

NABET 'INVASION'

Film Council Wins Support

FURTHER support to the Hollywood AFL Film Council "stop-NABET" campaign was given last week when the California State Federation of Labor and California State Theatrical Federation voted at their respective conventions to support the council's resolution to prevent further NABET "invasion" into amusement fields [BROADCASTING • TELECASTING, Aug. 20].

Film Council resolved that "it would take all necessary steps to defeat planned NABET invasion and eliminate it from established craft fields in amusement industries." It further urged support from other guilds and crafts, and tossed a warning to TV industry management that any yielding to "further encroachments" by NABET would bring "united resistance" of AFL unions.

ADVERTISER USE

20-Fold Increase in 3 Yrs.

A MORE THAN 20-fold increase in the number of advertisers using television in the past three years is shown by a comparison of data for June 1951 and the same month of 1948 as recorded in *Rorabaugh Reports on Television Advertising.*

In June 1948, first month that video advertising activities were compiled by Mr. Rorabaugh, the four TV networks and the 20 TV stations then on the air reported a total of 228 network, spot and local video clients—16 using the TV networks, 68 sponsoring national or regional spot campaigns on television and 144 using this new medium in their own communities on a local-retail basis.

Three years later, in June of this year, according to the latest Rorabaugh compilation of TV advertising statistics as reported by the four TV networks and 99 stations, which will reach subscribers this week, the total number of video accounts had skyrocketed to 5,322, an increase of 2,234.2%. Network accounts in June 1951 totaled 210, a gain of 1,212.5%; spot advertisers totaled 1,175, up 1,628.0%; local users of video advertising totaled 3,397, up 2,634.0% in the three-year span. (Eight of the country's 107 operating TV stations did not report in June 1951, so the figures on spot and

(Continued on page 80)

* * *

TABLE I

46 National and Regional Advertisers Active June 1948 Who Were Still Active June 1951

	June '48 Network	June '48 Spot	June '51 Network	June '51 Spot
Admiral Corp.		√	√	√
American Tobacco Co.	√	√	√	√
Atlantic Refining Co.		√		√
B. T. Babbitt		√	√	√
P. Ballantine		√	√	√
Breyer Ice Cream Co.		√		√
Brach Candy Co.		√		√
Brown & Williamson Tobacco Co.	√			√
Bulova Watch Co.		√	√	√
Canada Dry Ginger Ale Co.		√	√	√
Curtis Pub. Co.		√	√	√
Dad's Root Beer Co.		√		√
Allen B. DuMont	√	√	√	√
Elgin Watch Co.		√		√
Firestone Tire & Rubber Co.	√		√	
Fischer Baking Co.		√		√
Ford Motor Co.		√	√	√
General Electric Co.	√	√	√	
General Foods Corp.	√	√	√	√
Gillette Safety Razor Co.	√		√	√
Gulf Oil Corp.	√		√	
Gunther Brewing Co.		√		√
Kraft Foods Co.	√		√	√
Liggett & Myers Tobacco Co.		√	√	√
P. Lorillard Co.		√	√	√
Manhattan Soap Co.		√	√	√
Motorola	√	√	√	
C. F. Mueller Co.		√		√
Nash-Kelvinator	√	√	√	
National Brewing		√		√
Norge		√	√	
Pepsi-Cola Co.		√	√	√
Philip Morris		√	√	√
RCA Victor		√	√	√
Red Top Brewing		√		√
R. J. Reynolds	√		√	√
P. J. Ritter		√		√
Ronson Art Metal Works		√	√	√
F. & M. Schaefer		√		√
Schenley Industries		√	√	
Standard Oil of Indiana		√		√
Swift & Co.	√		√	√
Texas Co.	√		√	
United Airlines		√		√
Valley Forge Beer		√		√
Zippy Products		√		√

PRO GRID GAMES

Atlantic Refining Signs

IN ITS MOST extensive TV sponsorship of pro football to date, the Atlantic Refining Co. contracted last week for DuMont coverage of 20 National Professional League games this fall.

Schedule includes all 10 Sunday League games of the champion Cleveland Browns and five games each for the Philadelphia Eagles and the Pittsburgh Steelers. Commitment was handled through N. W. Ayer & Son Inc.

DuMont outlets in Boston, Providence, Buffalo, Rochester, Schenectady, Syracuse, and Utica will carry all ten of the Browns' games, with Richmond scheduling five and Erie, four. Negotiations to include Binghamton in the series are still pending.

The Browns coverage, to be announced for the full Oct. 14-Dec. 16 season by Bob Neal, will be cosponsored by the Brewing Corp. of America on all but the Buffalo, Rochester, and Binghamton stations.

Only the away-from-home games of the Eagles and Steelers will be telecast, but they will be available to Eagles fans in Philadelphia, Lancaster, and Wilmington and to followers of the Steelers in Pittsburgh and Johnstown. Byrum Saam has signed for the Eagles' telecasts, but no sportscaster has been chosen for the Steelers' games. Co-sponsorship for all ten of these games also is being considered.

In cooperation with the National Collegiate Athletic Assn.'s plan for televising college football during the 1951 season, Atlantic recently announced that it had released a number of Eastern colleges from first refusal options for football television coverage.

PEACE TREATY

Calif. Pool Coverage Set

TELECASTS of Japanese treaty signing activities in San Francisco Sept. 4-8 will be carried via microwave relay by a pool of the eight Southern California television stations on a share-the-expense basis. Participating in pool will be seven Los Angeles stations, and one San Diego station, KFMB-TV. Three San Francisco stations—KGO-TV, KPIX(TV), KRON-TV—will also be invited to participate in the pool arrangement which follows that used for coverage of the MacArthur San Francisco arrival.

Originally, the CBS Hollywood station, KTSL (TV), had reserved the microwave relay from the start of the conference Sept. 4 through Sept. 7, with ABC holding reservation for actual signing date, Sept. 8. Both agreed to surrender rights to time and share it with other stations. Decision was made at a meeting last Wednesday.

Total of 22 hours will be available for telecasting by coast stations. Time will include five days of treaty signing activities from War Memorial Opera House, including speeches and interviews, plus signing of Pacific Mutual Defense Pact from Presidio Sept. 1. Programs will be fed to Los Angeles stations by a San Francisco TV outlet, probably CBS' KPIX (TV), which is picking up the telecast for eastern transmission.

GROSS TIME SALES

Network July Total Hits $8,964,581

GROSS time sales of the four TV networks in July totaled $8,964,581, according to figures released for publication today (Monday) by Publishers Information Bureau, which also reported that in the first seven months of this year the combined cumulative gross of the four TV networks amounted to $64,190,075. Figures show a gain of 485.3% for July and 312.4% for January-July for this year over last, but these percentages are somewhat larger than the true gain in billings as DuMont figures were not included for the 1950 month and seven-month periods.

An indication of the rapid rate at which TV is growing is given by comparing the 1951 video network gross time sales with those of the radio networks. In July, the TV network gross was more than three-quarters of the radio total (76.4%), while for the seven-month period, the TV network combined gross was 60.0% of the radio network total. PIB TV breakdown follows:

* * *

	JULY		JAN.-JULY	
	1951	1950	1951	1950
ABC	$1,354,588	$210,947	$9,733,441	$2,137,481
CBS	3,434,659	380,906	20,503,987	4,985,302
DM	645,359		3,705,925	
NBC	3,529,975	941,243	30,246,722	8,442,479
TOTAL	$8,964,581	$1,533,096	$64,190,075	$15,565,262

TREMENDOUS response was reported by RCA to its series of five-day field tests of the compatible, all-electronic color television system [BROADCASTING • TELECASTING, **July 16**]. **Sifting through the replies is O. B. Hanson, vice president and chief engineer of NBC, while Secretary Jean Bissell empties still another pouch of mail. Over 5,000 viewers watched the tests on black-and-white sets and communicated with RCA within 48 hours after start of transmissions July 9, according to Frank Folsom, RCA president. An additional 3,000 responded within next four days.**

COAST-TO-COAST

Gala Inaugural Dropped

SUDDEN advance in the opening date of AT&T's transcontinental microwave radio relay TV program transmission service from Sept. 30 to Sept. 4 [AT DEADLINE, Aug. 20] has led the phone company to drop its plans for a $250,000 gala, four-network inaugural program.

Move, made at the request of the State Dept., will instead inaugurate coast-to-coast simultaneous TV program service with a telecast from San Francisco, Sept. 4, at 10:30 p.m. (EDT), of President Truman's opening address to the Japanese peace treaty conference. This program and other pickups from the conference, on which details are now being worked out, will be sent east from San Francisco to Omaha by way of "special temporary circuits" which will be taken out of service at the conclusion of the conference, AT&T said last week.

Following the conference there will be a hiatus in coast-to-coast service of about a month's duration. Then about Oct. 1 and definitely in time for cross-country TV coverage of the World Series, an east-to-west relay circuit will be made available for commercial TV program service. At the end of another month, about Nov. 1, a west-to-east circuit will be added, also on a permanent basis, providing two-way coast-to-coast TV service.

Bell System spokesmen said they were unable to explain reports current last week that the all-star show would be presented instead on Nov. 15. All plans for the program have been dropped, they insisted, and there is no present thought of attempting to stage another "Golden Spike" telecast under AT&T sponsorship.

POWER BOOSTS

Two More Approved by FCC

TWO MORE TV stations got FCC permission to boost power last week, as WLWT (TV) and Zenith asked permission to telecast color and the first oppositions to the DuMont proposed allocation plan were filed.

KPIX (TV) San Francisco got permission to boost transmitter output from 4.9 kw to 5 kw, raising its radiated power from 29.9 kw to 30.55 kw. WLAV-TV Grand Rapids got permission to boost its transmitter to full 5 kw output, increasing its effective radiated power from 20.0 to 28.5 kw.

New application for power increase was filed by WOW-TV Omaha. It wants to jump from 16.2 kw to 17.5 kw radiated power.

Still pending FCC action are power boost requests of WABD (TV) New York, KTSL (TV) Los Angeles, KRON-TV San Francisco, WBEN-TV Buffalo and WTTV(TV) Bloomington, Ind. [BROADCASTING • TELECASTING, Aug. 20].

In other applications WICU (TV) Erie, Pa., asked FCC for permission to install a new 5 kw DuMont transmitter—with no increase in authorized 3 kw radiated power. It intends, after that is accomplished, to seek special authority to run its transmitter at capacity, and put out a 40 kw signal.

And KDYL-TV Salt Lake City wants to move its transmitter location from downtown Salt Lake City to 9,000-ft. Mt. Nelson in the Quirrh Range near Tooele, Utah. This would put antenna 3,600 ft. above average terrain (compared with current minus 500 ft) and, with radiated power of 50 kw, permit station to cover Ogden and Provo, 30-odd miles north and south respectively of Salt Lake.

WLWT (TV) Cincinnati asked FCC for permission to transmit both FCC-approved CBS color system and that being worked on by the National Television System Committee. Its purpose, Crosley station said, was to help develop color TV receivers for both systems and also to permit it to judge public's reaction to color TV. It stated it wanted to utilize color programs on an experimental basis.

Zenith asked for the same thing, to be telecast on its two experimental TV stations in Chicago—KS2XBR and KS2XBS.

First oppositions to DuMont proposal [BROADCASTING • TELECASTING, Aug. 20] came from Crosley Broadcasting Corp. in Toledo (where it is a TV applicant), Columbus (WLWC) and Dayton (WLWD), all Ohio; Sangamon Valley Television Corp., TV applicant for Springfield, Ill.; Balaban & Katz Corp. (WBKB), Chicago; WMAR-TV Baltimore; WGRD Grand Rapids; WSSV Petersburg, Va.; WOI Ames.

Most object to DuMont channel separations, which they claim are less than FCC proposed minimum 180 miles co-channel, 70 miles adjacent channel.

WCAU-TV EXPANDS

Makes Top-Level Shifts

IN anticipation of schedule expansion, Charles Vanda, vice president in charge of television for WCAU Philadelphia, last week announced top-level personnel reassignments.

Mr. Vanda

The reassignments and extended organizational plans are being made, Mr. Vanda explained, looking toward a TV-schedule beyond the 117-hour weekly schedule which WCAU-TV has telecast for a year.

WCAU-TV also anticipates originating CBS Television Network programs. During the past year, WCAU-TV has originated four weekly CBS-TV shows, including *Sealtest Big Top*.

John McClay, director of operations at WPIX (TV) New York, formerly director of operations at WCAU-TV for two years, will return as operations manager. As such, Mr. Vanda explained, Mr. McClay will handle all administrative details, reporting directly to Mr. Vanda.

Thomas Freebairn-Smith, formerly operations manager, has become executive producer in charge of all news and special events for WCAU-TV. He also will supervise the film department and oversee establishment of commercial film laboratories in the new WCAU building.

Robert A. Forrest, script supervisor, will head the new program development section and the WCAU-TV program panel, which will include Executive Producers Warren Wright and Paul Ritts, as well as Mr. Vanda.

Richard A. Schlegel will continue to handle operations for the WCAU stations and the assignment of producers and directors. Robert Morton, traffic manager, will report to Mr. Schlegel.

Mr. McClay

Mr. Freebairn-Smith

WSB-TV SALE

Hidden Ownership Charge Refuted by Atlanta Firms

REFUTATION of hidden ownership charge in the sale of WSB-TV Atlanta to Broadcasting Inc. was made last week by Atlanta Newspapers Inc. and Broadcasting Inc.

Answer to the Georgia Tech petition to reconsider the approval of the sale of Atlanta's Channel 8 facilities [BROADCASTING • TELECASTING, Aug. 20] asked that the FCC deny the request. Same day that the answer was filed, a second petition for reconsideration was filed by E. D. Rivers Jr. (WEAS Decatur, Ga.), another TV applicant for Atlanta.

Georgia Tech (WGST) alleged that: (1) Joseph L. Morris, 10% stockholder in Broadcasting Inc., was or had been a stockholder in Atlanta Newspapers Inc., owner of Channel 2 facilities, and that this violated FCC's multiple ownership rules. (2) That some members of the investment banking firm of Robinson-Humphrey Co. Inc. had stock interests in Broadcasting Inc. and others including Mr. Morris in Atlanta Newspapers Inc. That this "community of interest" showed multiple ownership.

Broadcasting Inc. and Atlanta Newspapers furnished affidavits by Mr. Morris and others mentioned in Georgia Tech allegations to show:

(1) That Mr. Morris did own 180 shares of non-voting preferred stock out of 180,000 such shares in Atlanta Newspapers Inc. and that his wife owned 120 such shares. This, said Mr. Morris, is one-tenth of 1% of the issue. It did not occur to him, he said, to consider this an interest in a broadcast station. When he learned in July that it might be considered in that light, he said he sold all his stock, as well as that of his wife's.

Ironic twist is given in Mr. Morris' statement when he disclosed that he formerly owned $10,000 of Georgia Tech Dormitory Revenue Certificates—Georgia Tech being the petitioner trying to get the Commission to rescind its approval of the sale.

(2) That there is no foundation to the allegation of a "community of interest" between Atlanta Newspapers Inc. and Broadcasting Inc. because certain members of Robinson-Humphrey Co. Inc. own stock in Atlanta Newspapers Inc. and other members in Broadcasting Inc. Affidavit by Robey Robinson, vice president of the investment firm, stated that the only connection his firm has had with either of the two principals was to sell stock in the new company.

Other more legalistic complaints were also answered by Broadcasting Inc. and Atlanta Newspapers Inc.

Mr. Rivers' complaint is much along the same lines as those by Georgia Tech. It implied that "suspicion" should attach to the fact that the WSB-TV facilities were sold for $525,000 "when everyone in the industry knows that the station is worth at least four times that amount." It cited recent TV station purchases to imply that "the owners of WSB-TV without any trouble whatever, could have found a number of buyers for the station who would have been willing to pay . . . perhaps $2 million or more for WSB-TV."

GETS OFFER

To Buy School Outlet

SOMEBODY HAS a sense of humor—or he doesn't know the FCC's attitude about educational TV.

That's the only deduction one can make after the disclosure by Miami School Superintendent Dr. James T. Wilson that "someone" had offered $500,000 for the TV station if the school system got a grant and put the station on the air.

As reported in the Aug. 19 *Miami Herald*, Dr. Wilson told Dade County School Board:

"This person said he would be willing after, and if, we obtain the channel to put up as much as a half-million dollars, give the board 25% of the stock and guarantee the board 1½ to 2 hours a day on the air."

Dr. Wilson did not identify the bidder.

Although several school board members were reported chorusing, "We would be willing, too," they were soon set straight on the Commission's proposal for educational TV—which would prohibit such stations from being run commercially.

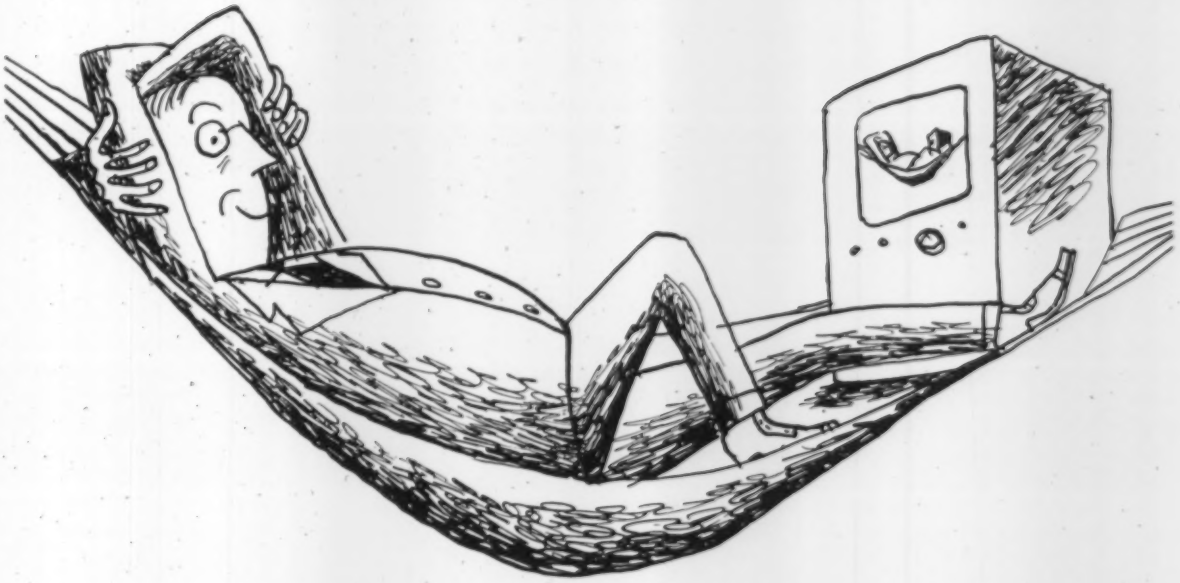
Dade County School Board also voted 3-2 to hire the Washington law firm of Krieger & Jorgenson at $75 a month on six months' retainer to represent it in prosecuting its application for non-commercial Channel 2 in Miami. The application is in the name of Lindsey Hopkins Vocational School, which operates non-commercial FM station WTHS.

There are five pending applications for Miami's two available VHF channels. Due to be filed soon is the sixth application, by Elliott Roosevelt-E. D. Rivers Sr. group [BROADCASTING • TELECASTING, Aug. 20].

ABC Buys Film

AT a price estimated to be under $100,000, ABC has purchased 16 feature films from Pine-Thomas, Los Angeles independent producer, for telecasting on ABC-TV network. Deal was negotiated in New York between ABC and MCA for Pine-Thomas.

LOOK AT SPOT TV



IN THE LIGHT OF DAY

Daytime TV does more than build big audiences—it delivers the kind that look, listen and *buy*. Stories like these, from Blair-represented television stations, show how advertisers who are developing franchises in daytime TV are getting quantity . . . quality . . . results!

"The Billie Burke Show" over KTTV, Los Angeles, presents the first big "name" personality on West Coast television . . . "Come Into the Kitchen", also on KTTV—daytime, now has seventeen (count 'em), seventeen sponsors including such ad-wise people as Borden's, Yuban and Sunkist.

"Martha's Kitchen" for Skinner's Macaroni and Raisin Bran on WOW-TV, Omaha, offered a measuring spoon for a dime and boxtop. Only four announcements rang up 500 replies per week for four weeks.

Red and White Grocers, sponsors of "King's Queen" over KING-TV, Seattle, mimeographs all recipes mentioned on the show. 4600 copies are distributed among the 82 member stores each month. Repeat requests total about 1400 more, not including some 700 mailed monthly from the station.

All Blair-represented television stations can point to this kind of daytime response. For facts and figures, call your Blair TV representative today!

BLAIR TV INC.

New York, Chicago, St. Louis, Dallas,
Detroit, Los Angeles, San Francisco, Jacksonville

FIGHT RIGHTS

Theatre Network Gets Saddler-Pep Bout

ANOTHER victory in the race for TV rights to boxing events was scored by Theatre Network Television Inc. last week when it signed an exclusive contract for the Sandy Saddler-Willie Pep featherweight bout in New York's Yankee Stadium Sept. 26.

With arrangements still pending, it is expected that 20 movie houses will carry the battle, the largest number to participate in a single theatrecast. (A total of 25 houses are equipped for large-screen television, but five of these—located in the New York area—are ineligible for the Saddler-Pep fight.)

Signees for the hookup so far include theatres in Minneapolis, Detroit and St. Louis, which have never before tested theatre TV, and Boston, which has just premiered the service with the Joe Louis-Jimmy Bivins contest Aug. 15.

Exhibitors were reportedly jarred, however, at last week's trade news that TNT fees would be increased from an approximate 40 cents to 75 cents per house seat for the Randy Turpin-Sugar Ray Robinson exclusive Sept. 12 [BROADCASTING • TELECASTING, Aug. 20]. After the International Boxing Club sets its fee — estimated at $25,000 — the charge is pro-rated among participating theatres by TNT, which administers the events, on a basis of theatre capacity and admission charge.

Exhibitors, who in addition to the IBC fee must bear AT&T charges, TNT administrative expenses, rental of Hollywood films they show the same evening, and the usual overhead, argued they could not break even. IBC's suggestion: Increase admission prices —now ranging from a standard 65 cents to an increased charge of $1.25—to $2 for the Robinson-Turpin show.

As house owners wondered if the trade would bear an increase, reports came in on theatre television's last offering, the Louis-Bivins fight, which was carried by 15 theatres. Six reported SRO business, while the remaining nine described it as anything from "fair" to "near capacity." Observers felt the public was beginning to cool towards the novelty of theatre TV.

Scrap Drive

EMERGENCY public service campaign to speed the flow of industrial and agricultural iron and steel scrap to steel plants, has been opened by The Advertising Council upon request of the Steel Industry Scrap Mobilization Committee of the American Iron & Steel Institute and by the National Production Authority.

Shopping for TV *Availabilities?*

If so, be sure to—

1. Compare station rates.
2. Compare the number of spot and retail advertisers.
3. Compare the availabilities.
4. Compare the facilities.
5. If you're looking for a show . . . compare the know-how.

In Chicago, **there is no comparison. WGN-TV is the best buy for your advertising dollar. Call your WGN-TV representative for top availabilities today.**

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

FIRMS SPLIT

Official-Fairbanks Part

APPROXIMATELY three months after being merged, Jerry Fairbanks Productions, Hollywood, and Official Films, New York, last week dissolved their union, with each firm returning to its former separate status. One of the basic reasons for the break was understood to be difficulty of long-range negotiations between the Hollywood and New York firms.

Simultaneous with announcement of the split, made jointly in both cities, came news of reorganization within Official's ranks. Aaron Katz resigned as president of the firm and William Goodheart Jr., formerly MCA executive vice president, replaced him.

Under the new arrangement Jerry Fairbanks, who was on the board of directors of the merged organization, will be the Fairbanks president and board chairman. Sid Rogell, former executive head of RKO who left to join Official as vice president, becomes executive vice president in charge of studio operations for the Fairbanks firm. Austin Sherman, Fairbanks legal adviser, becomes secretary and board member.

According to Mr. Rogell, the Fairbanks firm has acquired considerable amount of outside financing for planned TV film production. Such financing may have come from Mr. Rogell and Mr. Sherman both who, the firm says, will have "important interests" in the organization.

Under the newly arranged terms between the two firms, Official will continue to handle distribution of three Fairbanks TV film series, *Frontpage Detective, Hollywood Ringside* and *Bigelow Theatre.*

In the meantime, Fairbanks revealed that it would go ahead with large-scale expansion. To this end, the organization has leased additional stage space and office facilities at Rocket Studios, Sunset Blvd. Included are a large stage, 8-10 large offices, plus other studios.

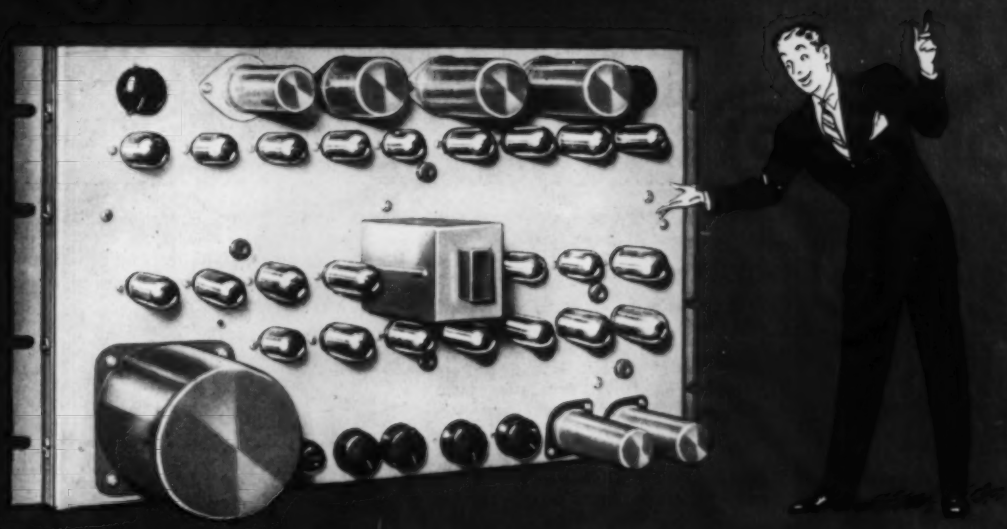
KLING DISTRIBUTOR

United Television Named

CONTRACTS naming United Television Programs as exclusive distributors for Kling Studios Inc., film producer [BROADCASTING • TELECASTING, Aug. 20], were signed last week in Chicago by executives of the two companies.

Kling already has completed 13 half-hour films called *Old American Barn Dance* for Sept. 1 release, and immediate production is planned for a second series of 13. The 35mm film features Bill Baily ("Cactus Jim") as m.c. with a cast of 24 folk entertainers.

Nine markets have been signed to carry the show: The American Snuff Co. has purchased it for Atlanta, Birmingham, Nashville, Greensboro, Norfolk, Memphis, and Richmond. Oxford Products Co. of Cleveland (for Imdrin) will sponsor the show in Omaha and New Orleans.



STABILIZING AMPLIFIER

For a better picture—now you can minimize jitter, roll, tearing, humbars!

YOUR customer—the viewer—deserves a received picture that's sharp, stable, free of the ailments that go with a poor incoming signal. The new G-E type TV-16-B, different from all other stabilizing amplifiers, will do much to eliminate these nuisances. New General Electric circuitry wipes out hum. Old sync is taken off, reshaped and reinserted in the proper amount to assure a standard signal and to diminish jitter, roll, and tearing. Examine the comparison chart at lower left. It tells the complete story.

Performance chart—you check the difference!

CHARACTERISTIC	G-E TV-16-B	MANUFACTURER A	MANUFACTURER B
Fidelity response	Uniform to 7 mc	Uniform to 7 mc	Uniform to 5.5 mc
Output level adjustment	Yes	No	No
Feedback Output Stage	Yes	No	No
Direct Monitoring of Output Signals	Yes	No	No
Local Blanking Input (with sync lock)	Yes	No	No
Video "Clip-Fade"	Yes, remote control	No	No
White Clipper	Yes	No	No
Bridging Input Level Control	Yes	No	No

Your G-E broadcast representative . . .

. . . is loaded with information on the new General Electric television station equipment line. A phone call to the G-E office near you will get quick action; or write *General Electric Company, Section Z81-27, Electronics Park, Syracuse, N. Y.*

You can put your confidence in—

GENERAL ELECTRIC

Station TV KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 126,000 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Michigan U. Studies TV Educator Success

(Report 178)

TELEVISION has passed the test as an educator, as far as telestudents of the U. of Michigan are concerned.

Six courses were telecast last fall and spring over WWJ-TV Detroit. The "viewdent body" included 1,001 women and 938 men. Several registered for more than one course bringing total registrations to 2,307.

More than a third of the students returned questionnaires in a recent survey. All students answering indicated they wanted the telecourses continued.

The courses offered in the 28-week series covered interior design, human biology, how to enjoy living after retirement, retailing, the Far East and photography. A fee of $2 was charged for the 14-week course and $1 for the seven-week course.

Garnet R. Garrison, university director of television, who produced the programs, said that telecourses in different subjects would be offered this fall.

* * *

Noontime Movies Top Tele-Que Report

NOONTIME movies topped all multi-weekly shows in the San Francisco Bay Area during July according to Tele-Que report released by Coffin, Cooper & Clay Inc., San Francisco. *Golden Gate Playhouse* on KRON-TV, featuring full-length movies, placed first in the survey.

Other leaders were:

2. Adventure Time
3. Shell News
4. Howdy Doody
5. Buckskin Dan

Hopalong Cassidy, perennial favorite, headed the list of daytime shows, and Groucho Marx took top honors in evening entertainment. Top 10 evening shows:

1. Groucho Marx (You Bet Your Life)
2. Lone Ranger
3. Martin Kane, Private Eye
4. Golden State Movie
5. Cisco Kid
6. Art Linkletter
7. Comedy Hour (Eddie Cantor) Par-T-Pak Theatre
8. Amateur Hour
9. Gene Autry
10. Pulitzer Prize Playhouse

* * *

'Toast' First In Three ARB Cities

THREE of the four cities surveyed by American Research Bureau Inc. during the week of Aug. 1-7 gave top rating to *Toast of the Town*, according to ARB's latest release. In Boston, New York and Philadelphia, 'Toast' was first. The most watched show in Chicago, the fourth city surveyed, was *What's My Line*. *Talent Scouts* and *Godfrey & His Friends* also drew high ratings in all four cities.

Variety and Talent Shows Sell Small-Cost Staples

VARIETY and talent shows on TV can sell "interchangeable, small-cost staples better than expensive, judgment-demanding items," in the opinion of Dr. Burleigh B. Gardner, executive director of Social Research, Chicago. Dr. Gardner reached this conclusion after studying results of the company's third video survey, entitled "Skit, Song and Dance," among 400 television families on all social levels.

He reports that variety and talent shows attract, in the main, a lower middle class audience. Upper middle class viewers do not take this kind of programming "seriously" because "of their standards of artistry, style and taste," the report concludes.

'Not Enthusiastic'

Upper middles "are not enthusiastic about the kind of singing and dancing which dominate variety and talent shows, and tire rather quickly of watching amateur performances. They are predisposed to perceive an 'unsophisticated' quality in amateur productions, and are likely to feel a commercial program should be staffed by the best professionals obtainable."

Lower middle class viewers

(Continued on page 78)

Weekly Television Summary — August 27, 1951 — Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450
Ames	WOI-TV	60,331
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	307,615
Binghamton	WNBF-TV	41,300
Birmingham	WAFM-TV, WBRC-TV	57,400
Bloomington	WTTV	16,800
Boston	WBZ-TV, WNAC-TV	753,760
Buffalo	WBEN-TV	209,565
Charlotte	WBTV	85,359
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	937,965
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000
Cleveland	WEWS, WNBK, WXEL	486,491
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	126,000
Davenport	WOC-TV	59,506
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	208,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	616,544
Erie	WICU	61,475
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	126,000
Grand Rapids-Kalamazoo	WLAV-TV	146,181
Greensboro	WFMY-TV	71,721
Houston	KPRC-TV	84,129
Huntington-Charleston	WSAZ-TV	48,000
Indianapolis	WFBM-TV	168,250
Jacksonville	WMBR-TV	38,750
Johnstown Grand Rapids	WJAC-TV	103,629
Kalamazoo	WKZO-TV	146,181
Kansas City	WDAF-TV	127,170
Lancaster	WGAL-TV	106,352
Lansing	WJIM-TV	55,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	1,002,000
Louisville	WAVE-TV, WHAS-TV	100,302
Memphis	WMCT	89,067
Miami	WTVJ	75,000
Milwaukee	WTMJ-TV	251,209
Minn.-St. Paul	KSTP-TV, WTCN-TV	269,118
Nashville	WSM-TV	35,674
New Haven	WNHC-TV	148,000
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,490,000
Newark	WATV	
Norfolk	WTAR-TV	72,845
Oklahoma City	WKY-TV	93,407
Omaha	KMTV, WOW-TV	82,526
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	874,000
Phoenix	KPHO-TV	40,110
Pittsburgh	WDTV	300,000
Providence	WJAR-TV	156,000
Richmond	WTVR	95,677
Rochester	WHAM-TV	86,000
Rock Island	WHBF-TV	59,506
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	49,300
San Antonio	KEYL, WOAI-TV	49,411
San Diego	KFMB-TV	105,540
San Francisco	KGO-TV, KPIX, KRON-TV	283,579
Schenectady Albany-Troy	WRGB	160,900
Seattle	KING-TV	87,500
St. Louis	KSD-TV	300,000
Syracuse	WHEN, WSYR-TV	126,275
Toledo	WSPD-TV	125,000
Tulsa	KOTV	83,575
Utica-Rome	WKTV	47,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	278,118
Wilmington	WDEL-TV	74,017

Total Markets on Air 63 — Total Stations on Air 107 — Estimated Sets in Use 13,256,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

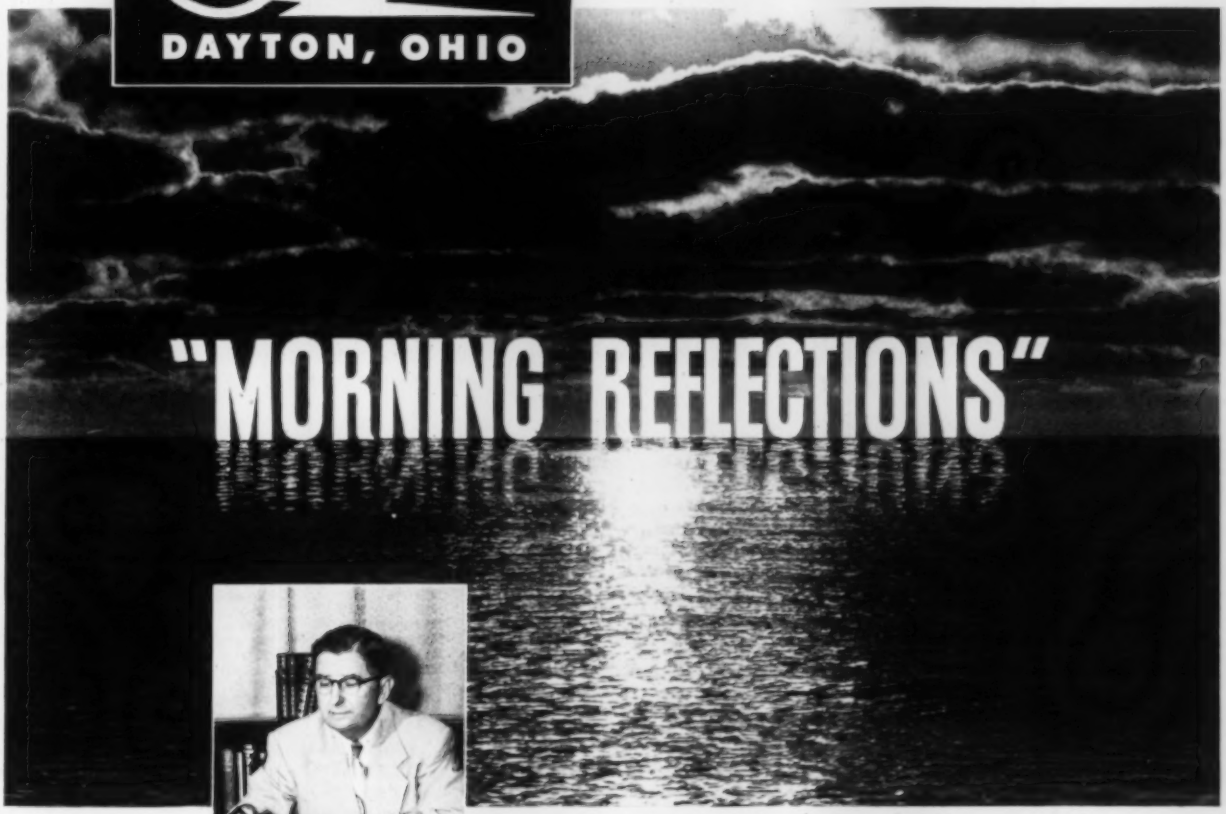
Eyes and Ears of a GOOD CITIZEN

Every weekday morning, Daytonians by the thousands turn from their routine tasks, from housework, from business and commerce, to participate in Dayton's own daily church of the air—the interdenominational "Morning Reflections" originated in the studios of WHIO-TV. Day after day, religious leaders of the area alternate in using our facilities to spread, far beyond the boundaries of their congregations, inspiration for hope and faith.

We gladly contribute daily air time and facilities for "Morning Reflections" and many other programs in the religious, educational, patriotic and charitable fields. As a locally-owned, locally-operated station, we conceive it our duty and our privilege as a "Good Citizen". We're glad to say that our conception of responsibility works both ways. In audience loyalty and audience surveys*, Dayton enthusiastically reciprocates every effort that we make. WHIO-TV is represented nationally by the George P. Hollingbery Co.

*EXAMPLE—Pulse July survey shows that 8 out of top 10 televised shows were aired via WHIO-TV.

CHANNEL 13
whio-tv
·AM
·FM
DAYTON, OHIO



"'Morning Reflections' turns one's thoughts toward the finer things of life at the beginning of the day," says Rev. R. W. Coleman, Executive Secretary of the Church Federation of Greater Dayton (left). "Thanks to the progressive civic spirit of our broadcaster, this pastoral visit mid-morning each day helps make our community a better place to live."

SPORTS STUDY

House May Probe Entire Field

THERE is a chance that when the House returns from its extended recess a special committee may be set up to look over the entire field of sports to see if there is "unreasonable restraint" against the public interest.

Giving impetus to this possibility was a new resolution introduced in the House last Thursday by Rep. L. Gary Clemente (D-N. Y.) superseding his H Res 367 introduced earlier in the month [BROADCASTING • TELECASTING, Aug. 13].

That initial request asked Congress to probe whether such restraint is applicable in the purchase of exclusive rights to boxing-match telecasts by theatres for large screen viewing.

However, Rep. Clemente has extended this in his new legislation to "investigate all phases of football, basketball, boxing, racing and other sporting events."

The committee would be charged with "determining whether federal legislation is needed to prevent illegal, unethical, corrupt or otherwise improper conduct" of the contests.

Rep. Clemente told BROADCASTING • TELECASTING that he believed the TV issue would be essential in any study since his resolution is all-inclusive.

Earlier, the congressman told newsmen that he had introduced the new resolution at the recommendation of the House Rules Committee, which must approve the request before it can stand or die on its merits in the lower chamber.

While speculative, it is conceivable that the proposed five-man House committee, if established, could turn its attention to such broadcast problems as baseball restrictions and football bans, for example, the NCAA partial blackout.

upcoming

NARTB DISTRICT MEETING SCHEDULE FOR SEPT.

Dates	Dist.	Hotel	City
Sept.			
10-11	2	Syracuse	Syracuse
13-14	8	Book Cadillac	Detroit
17-18	9	Moraine-on-the-Lake	Highland Park Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita

* * *

Aug. 28: Radio-TV Session, Advertising Indoctrination Course for Southern California Teachers (Aug. 20-31), NBC Studios, Hollywood, Calif.

Sept. 6-7: NARTB TV Board Meeting, Cavalier Hotel, Virginia Beach, Va.

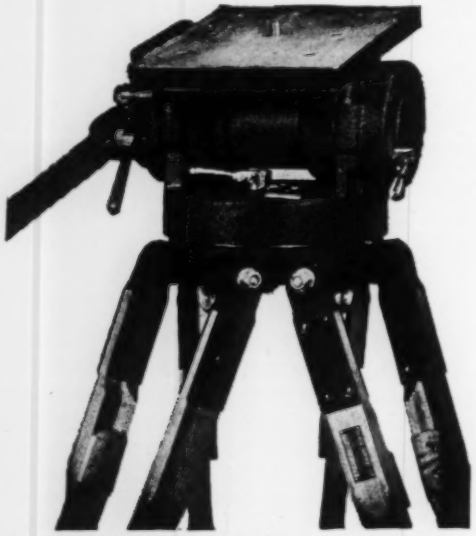
Sept. 15: Presentation of First Annual Edward L. Bernays Foundations Radio-Television Award by American Sociological Society.

Sept. 17-21: Premium Advertising Assn. of America, New York Premium Centennial Exposition, Hotel Astor, New York.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

RWG-TWG CLASH

NLRB Hearing Se

JURISDICTIONAL dispute ove representation of television writers last week threatened to come to a climax that may ultimately solv the three-year old debate and clea the way for resumption of negotia tions with three major networks.

Contest between the Radio Wri ers' Guild and the Television Writers' group became fully publi last July when the radio writers filed a petition with the NLRB requesting they be certified as ex clusive bargaining agent for all free lance television writers fo ABC-TV, CBS-TV, and NBC-TV. Negotiations with the networks were halted until the proper bargaining agent could be established.

Last week, the Authors League of America, parent of both groups, sent a letter to individual writers, charging the Radio Writers Guild petition was unilateral and illegal and asserting that the League could not allow it. The statement was signed by League President Oscar Hammerstein 2nd.

Radio Writers Guild spokesmen said they had met with Mr. Hammerstein the day the letter was dated, and that he had agreed to call a meeting of the league council for reconsideration of the problem. Disclaiming the charge of illegal techniques, they countered that the League's own lawyer had agreed their petition was filed according to protocol. Petition is slated for NLRB hearing Sept. 1.

KTTV SUED

In TV Script Dispute

CHARGED with pirating a television script, KTTV (TV) Los Angeles and others have been named in a $150,000 suit filed in Los Angeles Superior Court by Morris Braun, MGM property man. Mr. Braun claims that the KTTV program *Batter Up* audience-participation program was patterned after his *Play Ball* program idea, a television script which he claims was submitted to the station and later rejected.

Also named in the suit were Bill Welsh, m.c. of *Batter Up*; Sam Herrick and Art McCautry, director and producer respectively of the show.

BOND DRIVE

Networks Set for Kickoff

FIVE radio networks will carry kickoff ceremonies of the U. S. Defense Bonds Drive on Labor Day, it was announced last week.

Ceremonies will be highlighted by President Truman, speaking from San Francisco, and Secretary of the Treasury John W. Snyder speaking from Grand Rapids, Mich.

Military leaders and Korean Medal of Honor heroes will be heard on the broadcasts from 10:50-11 p.m. on Sept. 3 over CBS, NBC, LBS, and MBS, and 10:50-11:5 p.m. over ABC.

From WFAA-TV, More Proven Performance of the Eimac 3X2500A3

Station **WFAA**
RADIO SERVICE OF THE DALLAS MORNING NEWS

September 18, 1950

Eitel-McCullough, Inc.
San Bruno, California

Gentlemen:

I thought you might be interested in knowing that we are using EIMAC 3X2500A3 tubes in the finals of our high channel TV transmitter and we are very happy with their performance. In fact, we have yet to experience a tube failure since we went on the air. Tube cost is low and maintenance problems are minimized when using this dependable air cooled tube.

It is a pleasure for me to recommend your fine product.

Sincerely yours,
Carlos L. Dodd
Carlos L. Dodd,

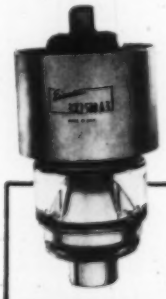
The Eimac 3X2500A3 is one of the outstanding vacuum tube developments made during recent years. Consistent performance, long life, and low cost account for its filling the key socket positions in many important recently designed equipments.

The 3X2500A3 is a compact, air-cooled triode. Its coaxial construction results in minimum lead inductance, excellent circuit isolation, and convenience of use with coaxial plate and filament tank circuits. For AM service it is FCC rated for 5000 watts per tube as a high-level modulated amplifier. It has comparatively low plate-resistance, high transconductance, and will provide effective performance over a wide range of plate voltages at frequencies extending well into the VHF.

Reports from many engineers, like Mr. Dodd of WFAA-TV, confirm the outstanding transmitter performance, simplified maintenance, and low tube replacement cost made possible through the use of the Eimac 3X2500A3. Consider this unequalled triode for your applications . . . complete data are free for the asking.

ALMOST A YEAR AGO...

this ad first appeared. Today WFAA and Eimac are still proud of their 3X2500A3 performance. A few weeks ago the first tube was removed from service (7000 hrs.). The other three are still providing top-notch performance.



EITEL-McCULLOUGH, INC.
SAN BRUNO, CALIFORNIA

*COMPLETE DATA AVAILABLE FREE

Export Agents: Frazar & Hansen, 301 Clay St., San Francisco, California

Follow the Leaders to **Eimac** TUBES The Power for R-F

the 3X2500A3 is another Eimac contribution to electronic progress.

269

BETWEEN COMMERCIALS

BY KAY MULVIHILL

Glen Hurlbert, who hosts KSFO's "Take It Easy Time"—is one of the most versatile and gifted entertainers in radio today.

Author of the celebrated "Cable Car Concerto"—which has the distinction of being the biggest selling single record ever to be released in Northern California — and its companion piece, "Fisherman's Wharf," the blind pianist-composer, takes to the KSFO mike-side every evening from 10 to 12 to bring listeners the finest in popular dance music.

Glen Hurlbert

The simple charm of Glen's personality, in addition to his musical background and adeptness in selecting music for his listeners, have credited him with a large and loyal following on KSFO.

When Glen is not behind the mike or making public appearances, he can usually be found writing musical arrangements, dictating to a secretary, swimming, hiking, movie or play-going, and practicing the art of being an accomplished cook and gourmet.

PEACE TREATY TELECAST

With the signing of the Japanese Peace Treaty set for September 4 to 8 in San Francisco's Opera House, KPIX has announced plans to televise all sessions of the history-making event. It is expected that representatives from some 50 nations will assemble in San Francisco for the Treaty signing.

ADD SCREENINGS

Scheduled for July 30th lensing on KPIX, is "Joe"—the amusing story of a talented janitor working for a television station, starring Bay Area TV favorite, Ralph Manza, in the title role.

Also slated for KPIX screening is Margo Trumbull's celebrity interviews from the world famed Top of the Mark.

KPIX CHANNEL 5

Represented by The Katz Agency, Inc.

560 KC KSFO

Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

Station Penalty

(Continued from page 29)

Wolverton (R-N. J.) then engaged in a lengthy exchange evolving about the invocation of power "in order to preserve the neutrality of the United States," which the latter felt was ambiguous and dangerous. "the power that is granted would be similar to an act that would deny newspapers the right to publish news in time of war, or threat of war, or a state of public peril." Rep. Wolverton said. The general noted that is part of the Communications Act now.

Gen Ankenbrandt also revealed the immence of an executive order "to bring into effect now the authority contained in the current law, and as soon as Congress amends the current law, if they so see fit, we intend to pursue that executive order for bringing the new authority into operation" [BROADCASTING • TELECASTING, Aug. 13].

In any event, the proclamation or order should be on the books now in advance of any critical emergency. He recalled that in the last war, no such authority was spelled out before Pearl Harbor.

Gen. Ankenbrandt also conceded that where a decision had to be made on invoking Sec. 606, the Continental Air Defense Command "would be supreme" on the question of removing stations from the air—but only under the interdepartmental plan involving participation of FCC, Defense Dept., Federal Civil Defense, CAA and other agencies. "Closing of many stations" is not contemplated, he added.

FCDA Favors Plan

The Federal Civil Defense Administration also placed itself on record for the legislation. The agency expressed "concern," however, lest any measure be adopted which might deny the FCDA administrator use of broadcasting facilities during a civil defense emergency. Specifically, this function consists of "providing for necessary civil defense communications and for dissemination of warnings of enemy attack to the civilian population. . ." FCDA's comments were filed by James Wadsworth, acting deputy administrator.

ANTENNA SITE PROBLEMS

NARTB to Circulate Piece by CAA's Guccione

NEED for continued cooperation between broadcasters and authorities of the Civil Aeronautics Administration on factors involved in the selection of antenna tower sites is emphasized in an article now ready for distribution by NARTB to member stations.

The article was written by Vincent T. Guccione, aids and hazards specialist, CAA New York office, in view of a new rule promulgated by the FCC earlier this year dealing with Commission procedure in handling antenna applications. It also is a followup to a similar article penned last year by Mr. Guccione on aeronautics hazards [BROADCASTING • TELECASTING, Sept. 11, 1950].

Mr. Guccione delves into considerations of construction, marking and lighting on antenna structures, and points up choice of areas that will concern broadcasters in selecting sites without fear of their being adjudged unsuitable from an aeronautical standpoint. Adjacency of a tower to airports or civil airways is the primary factor.

The CAA specialist also cites community cooperation among broadcasters and regional CAA offices, and reviews CAA concern over selection of sites which could serve as aeronautical hazards. Article is titled *Will Your Tower Be An Aeronautical Hazard?*

The eight-page article, which NARTB was slated to distribute to members over the past weekend, was written in the hope of saving broadcasters substantial expenditures in land commitments, and of promoting greater liaison between local station engineers and regional CAA branches.

Various factors are reviewed in terms of the newly-revised Part I of FCC Rules & Regulations, and the part being played by regional airspace subcommittees of the CAA.

In announcing the adoption of Part 17 early this year [BROADCASTING • TELECASTING, Feb. 26], FCC noted that the amended rule, Sec. 1.337, provides procedure for antenna data submitted in station applications. The rule was approved in light of provisions for aeronautical study of antenna sites contained in Part 17.

The tower issue hinged largely on FCC's relaxation of the TV freeze, posing the problem of effective transmission in view of the necessity of line-of-sight coverage from transmitter to recipient of the signal.

CAPEHART PLAN

Truman Asks Repeal

PRESIDENT TRUMAN wants Congress to repeal the so-called Capehart Amendment to the newly enacted Defense Product Act.

That's the formula which leaves room for a firm to apply advertising and selling costs to its product in setting price ceilings [BROADCASTING • TELECASTING, Aug. 13].

In a message to Congress Thursday, the President asked for repeal of certain sections of the act—one of those the Capehart Amendment.

Some Senate Republicans greeted the request with bitter criticism.

Chairman Burnet Maybank (D-S. C.) of the Senate Banking & Currency Committee announced soon after a committee huddle with Economic Stabilizer Eric Johnston and Price Administrator Michael DiSalle that open hearings would be held this Thursday and Friday on any proposed legislation to improve the present act. This would be a clarifying hearing, he said.

Only a few weeks ago, the Office of Price Stabilization indefinitely postpone the effective date (Aug. 13) for the new ceiling price manufacturers' regulations.

OPS was working on a method to put into regulation form the formula to permit new cost allowances to be added to rollback ceilings as contained in the Capehart Amendment.

The old formulas, including CPR 22, had not provided for increases in overhead costs, an issue that was criticized because of fears that advertising budgets might be cut in maintaining ceilings.

Philip Litvin

DR. PHILIP LITVIN, 45, husband of FCC Hearing Examiner Fanney Neyman Litvin, was drowned Aug. 20 in Montana. Mr. and Mrs. Litvin were guests of Montana Broadcaster Ed Craney when the accident occurred. Mrs. Litvin is a native of Montana. As of Aug. 24 Dr. Litvin's body had not been recovered. Dr. Litvin was a neurologist and a lieutenant colonel in the Army Medical Corps Reserve. Burial will be in Arlington Cemetery.

YOU CAN ADD MORE STATIONS

With The Money You Save On

TV FILM SPOTS

8 SECOND SPOTS with AUDIO as low as $50.00

To cover more markets without increasing the budget have us make your TV film commercials. Our long experience and complete, modern equipment assure highest quality at big savings.

LET US QUOTE ON YOUR NEXT FILM

Write for details!

Filmack STUDIOS

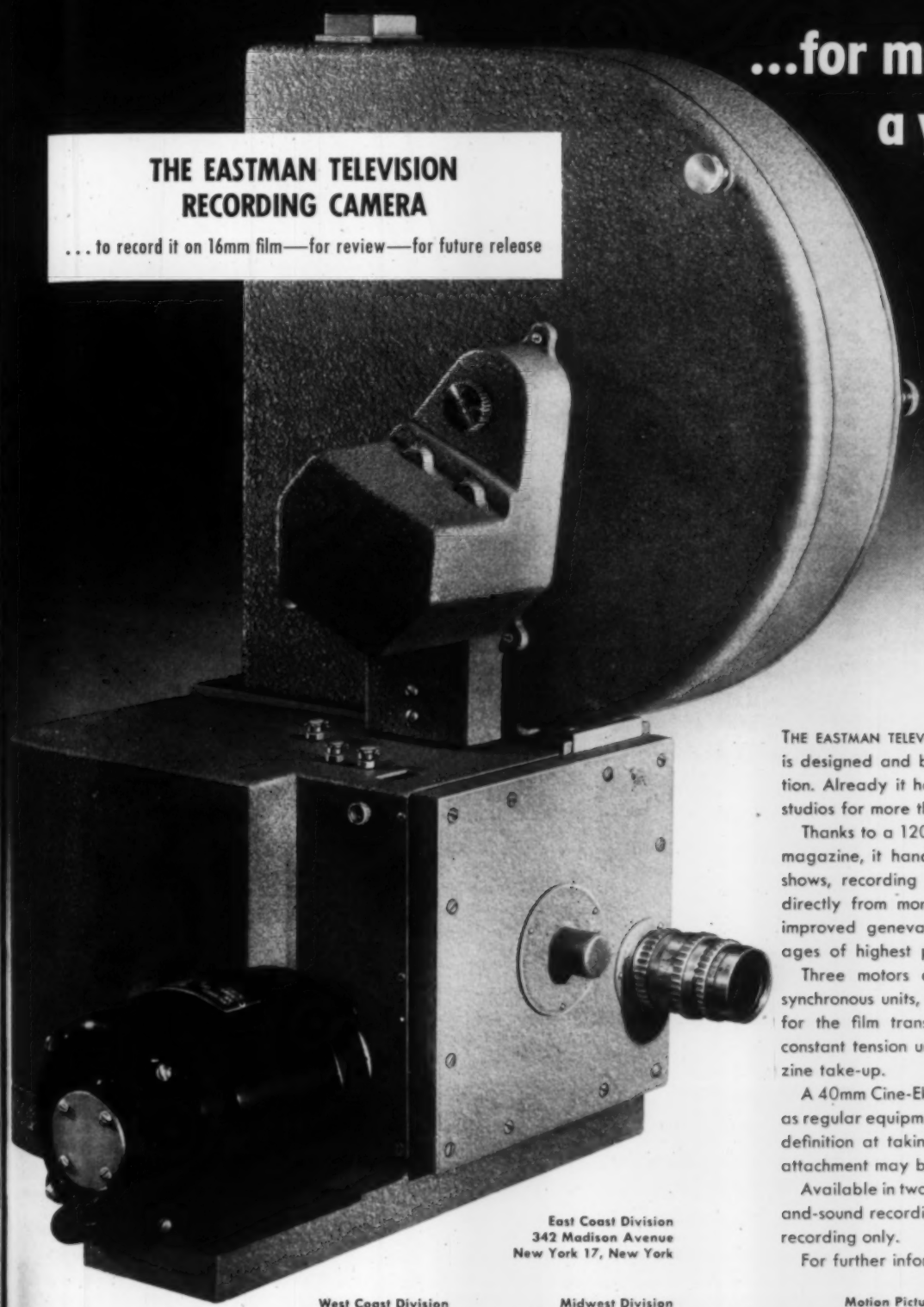
1331 S. WABASH CHICAGO 5

SUCCESSFUL OPERATION

...for more than a year

THE EASTMAN TELEVISION RECORDING CAMERA

. . . to record it on 16mm film—for review—for future release



THE EASTMAN TELEVISION RECORDING CAMERA is designed and built for network operation. Already it has been in use in major studios for more than a year.

Thanks to a 1200-foot double-chamber magazine, it handles complete half-hour shows, recording them at sound speed directly from monitor receiving tube. An improved geneva movement assures images of highest professional quality.

Three motors drive this camera: two synchronous units, one for the shutter, one for the film transport; while a third, a constant tension unit, operates the magazine take-up.

A 40mm Cine-Ektar f/1.6 lens is supplied as regular equipment. For maximum critical definition at taking distances a Portra + attachment may be used.

Available in two models: one for picture-and-sound recording; the other for picture recording only.

For further information, address:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
706 Santa Monica Blvd.
Hollywood 38, Calif.

UNITED ARTISTS CORPORATION

Presents the biggest and best show of its type for year-round sports telecasting!

TELESPORTS DIGEST

This outstanding 52-week show features up-to-the-minute news and action shots of headline sports personalities, plus "behind-the-scenes" coverage of both well-known and little-known sports. Commentary is handled by award-winning Harry Wismer, assisted by Bob Wilson. 30-minute program . . . now in its second year.

37 stations across the nation currently scheduling "TELESPORTS DIGEST" tell the success-story of this great show. . . .

KOB-TV	WKZO-TV	WHAM-TV
WAGA-TV	WDAF-TV	WHBF-TV
WAFM-TV	WJIM-TV	KDYL-TV
WBZ-TV	KTSL-TV	WOAI-TV
WBEN-TV	WMCT-TV	KFMB-TV
WGN-TV	WTMJ-TV	KPIX-TV
WCPO-TV	WTCN-TV	WRGB-TV
KRLD-TV	WDSU-TV	KING-TV
WXYZ-TV	KMTV	WSPD-TV
WICU-TV	WFIL-TV	KOTV
WLAV-TV	KPHO-TV	WTTG-TV
WFBM-TV	WDTV	CVQ-TV
	WJAR-TV	

Add your station to this growing list!

A TEL RA PRODUCTION

Producers if National Pro Highlights and Touchdown!

WRITE!
PHONE!
WIRE!

UNITED ARTISTS CORPORATION

729 7th Ave.
New York 19, N. Y.
Circle 5-6000

More CBS Change

(Continued from page 28)

functions, while Harry Ackerman remains vice president in charge of network programs for both Radio and Television Divisions, Hollywood. The two men are described as being "in effect, co-partners in charge of CBS in Hollywood."

A veteran of 22 years in radio, Mr. Burkland has spent his entire business career with CBS. While attending the U. of Minnesota, he worked as announcer and salesman for CBS-owned WCCO. In 1938 he became sales manager of the station and in 1941 joined the Radio Sales staff in New York. He was general manager of WTOP, Washington, D. C., network affiliate, from 1942-48.

Mr. Campbell, a graduate of Culver Military Academy, class of 1930, joined CBS in 1938. Since then he has been general manager of KMOX and WCCO.

Mr. Ward spent five years at KWTO and KGBX Springfield, Mo., and a year at KTTS, network affiliate in that city. After wartime service he joined WCCO as promotion manager and became, successively, assistant sales manager, sales manager, and assistant general manager.

Associated with CBS Radio for 12 years in the sales departments of both CPN and KNX, Mr. Shaw was assistant sales manager from 1948 until 1950, when he became an account executive with Radio Sales. During World War II, he was a combat pilot in the Army Air Corps with the rank of captain.

A native of Dayton, Ohio, Mr. Grant was reared in California where he attended Stanford U. He received his law degree from the U. of Southern California and has practiced in both Los Angeles and New York.

Big Screen

WTCN-TV Minneapolis-St. Paul on Aug. 18 presented what it believes to be the first big-screen telecasting of a commercial studio TV program. Working with Craigie Adv. Agency, WTCN developed a tie-in with Radio City Theatre, 4,000 seat house owned by United-Paramount. Piped into the theatre was Toby Prin's 11 a.m. *Kid's Talent Hunt* show for sponsors, Nesbitt's Orange and Mida Drugs.

RATING SYSTEM

NCCM Bares Program Monitoring Plan

PROSPECT of a nationwide system of monitoring TV programs for moral balance within the confines of industry self-regulation was held out last week by the National Council of Catholic Men.

The comprehensive TV rating plan, for which NCCM claimed NARTB's blessing as part of its own campaign looking toward formulation of a standards code, stems from a resolution adopted by the council at its recent annual meeting. A complete study will be issued shortly.

Present NCCM plan involves a system to be administered through various diocesan councils of men affiliated with the National Council. Joining with NCCM are a host of community organizations, most of whose complaints to the FCC touched on alleged indecency, obscenity or profanity.

In support of its plan, the NCCM noted a flush of developments:

(1) Meeting last June of the NARTB Television Program Standards Committee under Chairman Robert D. Swezey, WDSU-TV New Orleans; (2) NBC's revised program code; (3) Proposals approved by the National Society of Television Producers for TV film producers; (4) A bill (H.R. 3482) sponsored by Rep. Thomas Lane (D-Mass.) to empower FCC to promulgate regulations regarding obscenity and other objectionable phases of TV; and (5) Refusal of the U. S. Supreme Court to review a decision by the Federal Court of Appeals (of Philadelphia) which held that the state of Pennsylvania had no constitutional power to establish censorship over films intended for television.

The council also quoted J. L. Van Volkenburg, CBS Television Division president, as stating that "we (CBS) are developing our own code for television . . . which will be more severe than the NARTB standards." NARTB's exploratory work concerns education and culture; children's programs and decency; news and public events, religion and controversial issues; advertising practices; and standards observance—for which subcommittees were created early this month [BROADCASTING • TELECASTING, Aug. 6].

The NCCM also singled out legislation offered by Sen. William Benton (D-Conn.), which is designed to set up a National Citizens Advisory Board on Radio and Television.

"Although the bill does not explicitly state that the board would investigate morality of shows, the implication is that it would," NCCM asserted. While the Benton board would comprise educational, civic, cultural and religious leaders, perhaps its main purpose would be to study allocation of time primarily for public service and educational programs in contradistinction to commercial fare. Religion is a side issue.

Present NCCM thinking is that improved TV programming lies within the realm of industry self-regulation. An "alert, informed, active public opinion capable of expressing its criticism and approbation quickly and effectively" also would serve as a pulse for better standards, NCCM contends.

Film Report . . .

A TWELVE-PART film series based on the life of Christ is being produced by **CATHEDRAL FILMS**, Los Angeles. It is their first series designed for TV as well as church use. Budgeted at $500,000, the films will be shot in color. The first episode, *Holy Night*, is being filmed now. The episode, *I Beheld His Glory*, will be filmed next. **Rev. James F. Friedrich**, president of Cathedral, estimates that the project will require three years.

Strictly for community service is *H, The Story of a Teen-Age Drug addict*, produced by **STERLING Television Co.**, New York. The film will be released only to those stations which intend to show it as a public service. Discussion material on the dope problem will accompany the quarter-hour film and is included in the package price. It is available now.

Life Saving and Water Safety Skills has been completed by **WCAU-TV** Philadelphia as a public service for **American Red Cross'** Southeastern Pennsylvania Chapter. The station has waived all rights to the film and announces that the Red Cross may distribute it as it sees fit, to other TV stations and publicity outlets. More than 125 summer camps and young people's groups in the chapter's area are scheduled to see it this summer.

Helicopters are the heroes of a 13½ minute special film to be released late this month by **MARATHON TV NEWSREEL**, New York. Entitled *The Guardian Angel*, it will cover the magnificent work of the all-purpose craft in Korea. It will be as up to date as possible, including shots of the Kaesong negotiators and other late footage as it comes in from the battlefield cameramen. **Sirkorsky Aircraft** is paying for the film as a public service, but it will contain no commercial reference. Available in 16 mm or 35 mm, the film is free to interested telecasters who should contact Executive Director **Konstantin Kalser** at Marathon, 125 East 50th St., New York 22.

Many cathode ray tubes will have to be replaced if child-viewers emulate the hero and heroine of a new series completed by **TELEVISION SCREEN Productions**, New York, entitled *Jim and Judy in Tele-Land*. Jim and his younger

(Continued on page 80)

TELESCRIPTIONS

ANIMATED AND LIVE ACTION TV FILM SPOTS

20-Second and 1 Minute

823 VICTOR BLDG • WASH. D

Sterling 4650

ECIAL PULSE

Says WJZ Viewing Better

SPECIAL survey conducted by ise Inc. for ABC has rated nge-area viewers' reaction to stepped-up power of WJZ-TV w York and has indicated that % of the test homes found that cture quality remained excellent had improved. Before the wer increase, 28% of the homes orted "good" or "excellent" re- tion; after the increase the re jumped to 77%.

Before the increase, 36% of the rviewees found Channel 7 re- tion only "fair"; this number lined to 17% after the increase. survey was conducted in Stam- d, Conn.; Pleasantville and ntington, N. Y.; Montclair and w Brunswick, N. J.; and on ten Island. WJZ-TV's power increased when its transmitter moved to the Empire State ig.

VIDICAM GROWTH

Grey Heads Production

ST PHASE of its expansion gram has been completed by dicam Pictures Corp., New York, h the addition of 50% more dio space and the appointment Richard Grey as head of produc- . Edward R. Carroll, vice presi- t and manager, announced last k.

A British commando and under- und agent during World War II, Grey's list of screen credits in- des the associate directorship of d Shoes" and major assign- ts on "The 39 Steps," "Jamaica "The Glass Mountain," and gnalion." Vidicam's staff has reased from 12 to 24 people in last two months.

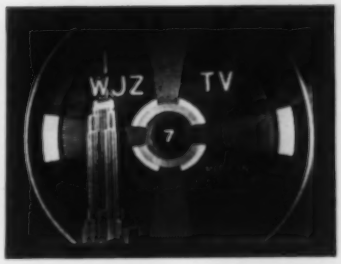
The organization is currently g three separate jobs for the e Smith TV shows and, in the t two months, has handled such unts as Elizabeth Arden, rees, Atlas Tires, Commodore ues, and Lewyt Vacuum Clean-

TC MERGES

Emerson Film Acquires

TION PICTURE Television ter, Hollywood, offshoot of erson Film Corp., has been ab- ed into the mother organiza- . Merged firms will go under name of Emerson Film Corp. ke Gore is president of the . William Norins is executive president, formerly acting as ident of MPTC, and Jason e is vice president. William ena, formerly vice president rge of production for MPTC, signed.

erson recently completed its k *Famous Americans* series. rams currently are being tele- in about six TV markets. Firm ning production of other TV series.



TEST pattern of WJZ-TV New York before (l) and after (r) Aug. 9 power boost from 3 kw to 16.3 kw. Both pictures show reception on "an average" television set in the so-called "fringe" area.

WHITNEY RETURNS

To Don Lee From KFI-AM-TV

GEORGE A. WHITNEY, for the past year general manager of KFI-AM-TV Los Angeles, has rejoined Don Lee Broadcasting System, Hollywood, as vice president in charge of television sales.

Mr. Whitney

He will work directly with Willet H. Brown, president of the regional network, who heads both AM and TV operations. General Tire & Rubber Co.'s Thomas S. Lee Enterprises Inc., of which Don Lee Broadcasting System is a division, recently purchased KFI-TV from Earle C. Anthony for $2,500,000. When the station transfer is made effective early next month, call letters will be changed from KFI-TV to KHJ-TV, identifying it with the Don Lee AM operations. KFI-AM continues under ownership of Mr. Anthony.

All present KFI-TV employes are being screened by Mr. Brown and those best qualified for posts available under new ownership will be retained, he said.

Mr. Whitney was sales manager of KHJ, the Don Lee-owned-and-operated Los Angeles AM station for 18 months prior to joining the Earle C. Anthony Organization in November 1950. Before that he served as KFI sales and business manager in 1945-46. Mr. Whitney in his new post is building a sales staff that will operate independently from AM division.

An inaugural program, to be telecast when the station adopts its new identification, also is being lined up. Joe Rines, free-lance producer-director, has the assignment.

With no successor to Mr. Whitney at KFI having been named, department heads are reporting directly to Mr. Anthony for time being.

NEW FILM LEADER

Unit Released by SMPTE

A NEW TYPE of film leader for motion picture prints, incorporating several special provisions for television use, has been released to producers and film laboratories by the Society of Motion Picture & Television Engineers. Use of the new leaders, SMPTE spokesmen said, will eliminate "blind" switching of telecast films and will permit synchronous threading of all 16mm projectors. The leader has been endorsed by a number of TV broadcasters, officials reported.

Credited with the new development were:

V. D. Armstrong, Consolidated Labs; R. O. Bigwood, DuMont; L. W. Davee, Century Projector; T. P. Dewhirst, General Precision Labs; L. B. Gumbinner and K. E. MacIlvain, CBS; C. F. Horstman, RKO; H. R. Lipman, Audio Productions; K. E. Mullenger and C. A. Younger, ABC; J. G. Stott, DuArt Labs; C. L. Townsend, NBC; Steve D'Inzillo, New York Projectionists' Local.

CBS SHOWS RETURN

After Summer Hiatus

RETURNING dates for commercial shows on the CBS Television Network have been announced by Hubbell Robinson Jr., vice president in charge of network television programming, as follows:

Pabst Blue Ribbon Boxing resumed live broadcasts Wednesday, Aug. 22, 10-11 p.m.; *Perry Como Show*, today (Monday), 7:45-8 p.m.; *Lux Video Theatre*, today, 8-8:30 p.m; *Mama*, Friday, Sept. 7, 8-8:30 p.m.; *The Ken Murray Show*, Saturday, Sept. 8, 8-9 p.m.;

This Is Show Business, Sunday, Sept. 9, 7:30-8 p.m.; *Toast of the Town*, Sunday, Sept. 9, 8-9 p.m.; *Fred Waring Show*, Sunday, Sept. 9, 9-10 p.m.; *Schlitz Playhouse of Stars*, Friday, Sept. 14, 9-10 p.m.; *Studio One*, Monday, Sept. 17, 10-11 p.m.

The Alan Young Show, Thursday, Sept. 20, 9-9:30 p.m.; *Arthur Godfrey's Talent Scouts*, Monday, Sept. 24, 8:30-9 p.m.; and *Arthur Godfrey and His Friends*, Wednesday, Sept. 26, 8-9 p.m.

All times are EDT and subject to change.

REPUBLIC FILMS

First Run Rights to KTTV

MAKING its films available to television for the first time, Republic Pictures Inc. last week sold exclusive first-run television rights to 175 films to KTTV (TV) Los Angeles. Station paid $250,000 for the films. The package comprises feature motion pictures, serials, and westerns. All films are new prints, especially re-edited for television.

Films were released through Hollywood Television Service, Inc. They will be telecast on the station Mondays starting Sept. 24.

UNESCO PANEL

Broadcasters Invited to Meet

COMMERCIAL and educational TV broadcasters will be invited to sit in on a special working panel which meets in New York Sept. 12 to map plans for a permanent UNESCO television panel.

The panel was authorized under a resolution adopted by the National Commission of the United Nations Educational Scientific and Cultural Organization. It will ultimately explore methods of utilizing both commercial and educational TV facilities in UNESCO's international information program [BROADCASTING • TELECASTING, July 30, 16].

The State Dept. is withholding the identity of participants pending acceptances for next month's meeting, to be held at the Office of the U. S. Mission to UN, 2 Park Ave. Representatives of film and live broadcast facilities are slated to make up the bulk of the proposed 12-man working group, with perhaps a handful of participants from educational institutions.

The National Commission is headed by George Stoddard, president of the U. of Illinois. Sen. William Benton (D-Conn.), prime-mover behind educational TV, also is a member of the commission, though his office reported no invitation as of last week.

The group will discuss TV's role as outlined during the sixth session of the UNESCO general conference in Paris. The group will lay plans for setting up the panel which will study recommendations for use of television in the UNESCO program. Help of commercial telecasters also will be solicited. Proposals will be submitted to the general conference at Hunter College next Jan. 27-31.

MILWAUKEE area youngsters are learning how to train their dogs at special "class session" on *Time Out With Gordon Thomas* program telecast by WTMJ-TV Milwaukee. Obedience courses are taught in dog "college" by Art Gueltzow, director of Wisconsin Humane Society's animal welfare department.

CHNS
HALIFAX NOVA SCOTIA
THE
SIGNBOARD
OF
SELLING POWER
IN THE
MARITIME PROVINCES
ASK
JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

air-casters

DON DOTY, program director WKLK Cloquet, Minn., appointed program director WCOW South St. Paul, Minn.

ROSS DONALDSON named supervisor of literary rights and play-reading NBC. He succeeds **THOMAS ADAMS**, resigned.

PORTMAN PAGET, WFMY (TV) Greensboro, N. C., named producer WLWD (TV) Dayton.

MARK BRESLOW, stage manager KNBH (TV) Hollywood, named director.

ROGER KRUPP to announcing staff WDGY Minneapolis.

BOB O'DONNELL, disc jockey WARC Rochester, to announcing staff WSYR Syracuse. **JERRY LANDAY** and **CARL SIMMERMAN** named to announcing staff WSYR-TV.

LOUISE WALKER, radio graduate U. of North Carolina, to promotion department WBTV (TV) Charlotte, N. C.

CLAYTON H. BRACE, production manager KLZ Denver, father of boy, Kimball William, Aug. 15.

BILL LAMBERT, continuity writer KYBE Oklahoma City, to WKY-TV Oklahoma City on continuity staff.

ROBERT KELLY, WJPG Green Bay, Wis., to announcing staff WTMJ-AM-TV Milwaukee. He will assist **LARRY CLARK** in broadcasting Green Bay Packers football games this year.

MARCELLA WILKERSON to continuity department KWK St. Louis.

LLOYD McFEE, graduate Northwest Broadcasting School, Portland, Ore., named to announcing staff KBKR Baker, Ore. **EVERETT MORRIS**, graduate, to KSYC Yreka, Calif., as announcer-operator. **DENMAN DAYTON**, graduate, to KODL The Dalles, Ore., as announcer-operator. **LEONARD MAYS**, graduate, named announcer-operator KIHR Hood River, Ore.

GRACE NEWKIRK, KXXX Colby, Kan., named chief of continuity department KOEL Oelwein, Iowa. **DON BALLINGER** named to announcing staff. **SYL SERGI**, WLIO East Liverpool, Ohio, named announcer-disc jockey. **EDWARD B. LEARY** named announcer-copywriter.

LOUISE COX, KYA San Francisco, to KSFO San Francisco, as music librarian.

ARTHUR MUNCH elected president CBS Hollywood Columbia Workshop, acting group. **BEVERLY ANDERSON** named vice president.

TOM BORDENKIRCHER, production manager WLWD (TV) Dayton, Ohio, appointed producer-director WSAZ-TV Huntington, W. Va.

WILLIAM N. COTHRAN, staff news writer KNBC San Francisco, named director of public affairs and education. He replaces **WILLIAM E. MINETTE**, resigned to join Radio Free Asia, S. F.

VERN APPLEBY, director KPIX (TV) San Francisco, father of boy, Mark Aldridge.

MAL BELLAIRS, Chicago radio-TV announcer, father of boy Kimberly, Aug. 13.

News . . .

Lt. WILLIAM J. ALLERT, former reporter WOAI San Antonio, who was called to active duty as public information officer for Company C, 20th Infantry Battalion, USMC [BROADCASTING • TELECASTING, Aug. 14, 1950], returning from duty in Korea.

GEORGE W. PASSAGE, news editor WRVA Richmond, Va., author of safety article appearing in August edition of *Public Safety*.

ALLAN G. McLELLAN, staff announcer WPEP Taunton, Mass., to staff and sports department WARA Attleboro, Mass.

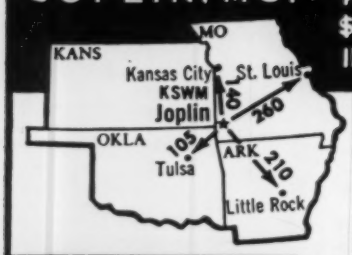
ERIK PAIGE, sportscaster WNOR Norfolk, Va., to WCAV Norfolk, in same capacity.

RENA HAMELFARB, Carl Byoir & Assoc., N. Y., named magazine editor for MBS press information department.

BOB LYLE, newscaster WLS Chicago, leaves for Europe and Middle East this month for news-gathering tour.

KSWM
JOPLIN, MO.

REACHES 446,600 PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!



* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

GILMORE N. NUNN (1), president of the Nunn stations, pays a visit to WKRC-TV Cincinnati. Guiding the tour of installations is Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc., WKRC licensee.

KFDA NEWS AD

Gives 'Food for Thought'

OFFERING "food for thought," KFDA Amarillo, Tex., caused comment by running a "food advertisement" in the local newspaper under the heading, "KFDA Food Specials."

Listed were such things as bananas ("Yes, We Have No Bananas, but we have peeled off some of the best ABC network and local programs for your listening menu"), corn ("Sure, there's a little 'corn' on some of the programs, but that's what makes a well balanced listening station"), soap ("We are interested in keeping our programs clean. It's no 'soft soap,' though, when we tell you that this great area has the largest percentage of homes with radio . . .") etc.

Small print note, which when almost missed by the paper's ad takers caused head-cratching, said "Well, we are not in the food business, but it is well to point out that the leading food manufacturers use KFDA consistently to 'tell 'em and sell 'em.'"

BOOK DRIVE

Governor Thanks KFH

KFH Wichita, Kan., has received a letter of appreciation from Gov. Edward F. Arn for the station's drive to collect library books for flooded areas.

Through "Operation Library Flood Relief" on the Monday-Friday morning program, *E. J.'s Notebook*, more than 75,000 books have been collected. The program is conducted by Ethel Jane King, KFH women's director.

For each book collected, KFH in conjunction with an amusement park, is offering a ticket for rides at reduced rates. Using the KFH sound truck staff members have personally collected the books. The sound truck was used on-the-spot during floods to alert citizens, recruit volunteer workers and to direct families to relief.

WGEZ TO 250 W

Examiner Favors Power Bo

INCREASE in power for WG Beloit, Wis., was recommended week by FCC Hearing Exam Hugh B. Hutchison. His in decision favored the station's quest for a boost to 250 w on 1 kc. WGEZ is now operating 100 w on that frequency.

The initial decision noted Sidney H. Bliss is sole owner WGEZ and also is a member of family which controls WC Janesville, Wis., located 12 from WGEZ. Duopoly is not volved, the decision maintained, cause the two station's night interference-free contours will overlap, although their day contours will (as they do no Also, the two cities are separ trading areas and neither stati will program for the other stati area. Both WGEZ and WCLO MBS affiliates.

Slight interference to WO Oak Park, Ill., and WOSH kosh, Wis., will result from power boost, which is still sub to final FCC approval, but the ing examiner felt greatly increa service to WGEZ's area justi the increase. The station presen provides primary nighttime ser to only 56.1% of Beloit's population. With proposed 25 WGEZ would serve 90.4% at time. Interference would also fect 4.9% of WKBB Dubu Iowa's service area population examiner estimated, pointing that these listeners now rec primary service from six to stations, depending on their tion in the area.

Alexander in Crash

NOYES ALEXANDER, news tor, KFRE Fresno, and his children Janie, 8, and Dennis are recovering from severe b received when a helicopter in w they were passengers crashed burned near Clovis, Calif., night of Aug. 16. Harry Wa of Fresno, pilot of the craft, the following day from burns ceived in the crash. Mrs. Al der, who was watching the f from the ground, ran to the copter when it crashed from 15 in the air. She received m burns in helping her family es

STARS of radio, TV, stage and s will participate in softball g New York's Polo Grounds nig Sept. 6 for benefit of fight s cerebral palsy.

WHAT A "SPOT" TO
WTTN
The Nation's Richest Farm Mark
Survey average of 50.8% tuned every hour to good listening
WTTN

Strictly Business

(Continued from page 18)

Mr. Mulligan said. "During that one minute we supply copy for a news note about coal—I suppose that's what you'd call our commercial," he added.

Mr. Mulligan feels that BCI's radio program is important because it is heard by Congressmen, other government officials and the capital's newspaper corps. The program is now in its fourth year.

"The brief news note pertaining to coal," explains Mr. Mulligan, "points up what is being done by a progressive forward-looking industry under private management."

While BCI has no other programs, it furnishes information and electric transcriptions for coal operators who want to sponsor spots or programs at the local level.

In addition, BCI owns motion picture films which have been shown on television. One film, "The Magic of Coal," has been telecast more than 6,000 times over 67 of the nation's TV outlets, as part of the stations' public service.

Ralph Mulligan's middle initial stands for Coolidge. He is a distant cousin of the late President Calvin Coolidge, whom he knew well.

New England Roots

Although his employment now calls for Washington, D. C., residence, Mr. Mulligan's roots are deep in New England.

He was born to Mr. and Mrs. Henry Coolidge Mulligan, March 15, 1888, in the fashionable Massachusetts hamlet of Natick. At Phillips Exeter Academy in New Hampshire, he got his first taste of newspapering which many years later was to take him to Washington.

Like his father, class of 1879, he was a graduate of Harvard U., class of 1909. Then, in 1911, he received his law degree at Boston U. Law School.

When Calvin Coolidge was catapulted into the White House, Mr. Mulligan came to Washington as a correspondent for the *Boston Post* and other New England papers.

His early affiliation with the National Coal Assn. was on a part-time basis, but during World War II he detached himself from all other activities and was in charge of NCA's department of priorities and procurement.

When this function ended, Mr. Mulligan was named director of public relations and was assigned to BCI, the NCA's public relations and advertising agency. BCI's advertising, is handled through Benton & Bowles, New York.

Stamps, New England antiques and fine books have been hobbies in the past for Mr. Mulligan. While he was at Harvard, he won a crimson H on the rowing crew and has not quite recovered from his liking for boating. He owns a six-bedroom "cottage" on Maine's Penobscot Bay and still takes a sailboat out whenever he gets a chance.

Most of Mr. Mulligan's leisure time is spent with his family. His wife is the former Marguerite Maxwell, of New York City. A daughter, Patricia, will be entering her senior year at Bryn Mawr this fall. His son, Minot Coolidge Mulligan, is secretary of the Civil Aeronautics Board.

Mr. Mulligan is a junior warden at St. Thomas' Episcopal Church in Washington, where the late Franklin D. Roosevelt worshipped. He is a member of Washington's exclusive Metropolitan Club, the National Press Club, the Harvard Club of Washington and the Harvard Club of New York.

National Nielsen* Ratings Top Radio Programs

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

EXTRA-WEEK July 8-14, 1951
EVENING, ONCE-A-WEEK

CURRENT RANK	PROGRAM	CURRENT RATING HOMES %
1	Walter Winchell (ABC)	6.9
2	Private Files of Rex Saunders (NBC)	6.9
3	Big Story (NBC)	6.8
4	Mr. District Attorney (NBC)	6.7
5	Mr. Keen (NBC)	6.5
6	F.B.I. in Peace and War (CBS)	6.5
7	Mr. and Mrs. North (CBS)	6.4
8	Pursuit (CBS)	6.3
9	The Bickersons (CBS)	5.9
10	Dragnet (NBC)	5.8

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1951 by A. C. NIELSEN Co.

PLANNING
A FALL SCHEDULE
FOR THE MADISON MARKET?
JUST MARK WIBA ON THE ORDER AND CALL THESE GUYS
WIBA
MADISON
WISCONSIN
NBC
Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 WATTS ON 1310 . . . ESTABLISHED 1925

SALES POWER

KFMJ Is $1,050 Sure

SELF-CONFIDENCE in its selling power has encouraged KFMJ, the 1050 kc station (1 kw) in Tulsa, to offer $1,050 to any advertiser "when KFMJ does not outsell (dollar volume) or outdraw (traffic) any other Tulsa advertising medium."

The advertiser is challenged to engage in a comparison in "any mutually approved promotion" with expenditure in each medium measured at $150 or more at published rates.

Measurement would be made by Advertising Research Bureau Inc., Seattle, national sales engineers. Thus, station says, the advertiser has opportunity to learn how to "earn more of your advertising budget, and therefore show you a way to more sales from your advertising dollar."

Feature of Week

(Continued from page 18)

Kunkle was to introduce a bull into his china shop. If the Roughnecks won, Mr. Monroe was to wheel Mr. Kunkle around the ball park in a barrow.

KENT, which broadcasts Texas League play-by-plays seven nights a week, featured the wager on all sports programs. Sportswriters dubbed the contests "the bull in the china shop series." Phone calls came in from Houston and Dallas asking for information.

As soon as the Sports had won two games, a search was begun for a suitable bull. No ordinary bull would do. Not with coverage planned by radio stations, newspapers and magazines.

The specimen of hamburger-on-the-hoof chosen was an 1,800-pound white-faced bull who, it was hoped, would not be unnerved in making his broadcast debut.

For the occasion, the bull was decorated with flowers, just like his Hollywood cousin, Ferdinand. It was doubtful that even a New York bull could have been groomed any more carefully for a Broadway debut.

An audience of 400 persons assembled for the great moment. The performance got off to an uneasy start inasmuch as the bull could hardly wriggle through the 42-inch door.

Once inside the china shop, the bull accepted a lei of carnations, blinked at the flash bulbs, gazed placidly at his audience like a radio veteran.

Then as Mr. Monroe approached him with the KENT microphone, the bull unceremoniously sat on the floor and refused to move.

Apparently a victim of mike-fright, the bull had no bellowing comment whatsoever to make. But his expression seemed to say, "Gee, the air-conditioning in here is swell!"

BERG SIGNS

Sets NBC 10-year Contract

MRS. GERTRUDE BERG, creator of *The Goldbergs*, who plays her own lead role, has signed an exclusive 10-year contract with NBC, Sylvester L. (Pat) Weaver Jr., vice president in charge of television, announced last week. The deal was handled through Ted Ashley Assoc.

It was understood that the contract called for a television series only, but starting time and date are yet to be announced.

Originally called *The Rise of the Goldbergs*, the show got its start on NBC after Mrs. Berg decided that the summer entertainment she wrote for her father's guests as a Catskill hotel would make good radio material. From NBC, *The Goldbergs* moved to CBS, where it was produced as a television program last year under the sponsorship of Sanka Coffee.

BMI Index

MASTER INDEX of all BMI copyright music has been sent to all Canadian Assn. of Broadcasters member stations, in order to speed up the job of completing identification of all music at CAB member stations. Decision to identify music by the copyright owner was decided on at the last CAB convention earlier this year.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE

ANDY WHITE RETURNS

Radio Pioneer Spinning Discs

WHAT has become of J. Andrew White, protege of Marconi and founder of CBS?

For the answer, just ask any KNX Hollywood listener. You will learn that Andy White now is heard regularly Tuesday midnight on KNX's *Encore Night*, a program of mellowed-vintage recordings.

The program's popularity largely hinges on Mr. White's ability to reminisce about the stars and music fads of the pre-1930 recordings. Mr. White stirs memories which take parents back to the Charleston era.

Although on the air less than a couple months, Andy White is no stranger to broadcasting. Founder of CBS in 1927, he has been identified with radio and the recording business since first spotted by Guglielmo Marconi some years prior. The inventor hired Mr. White, then New York correspondent for *London Times*, after reading his story which resulted in the conviction of three stock swindlers.

When Marconi Co. became RCA, Andy White went along with the deal. He was made its first director of broadcasts. In that capacity he participated in so many "firsts" that even he can't remember them all.

Old Memories

Recall quite a few of them he does, though, on the Tuesday midnight show while spinning stories about artists long since retired and recordings and programming crises that seem impossible to those accustomed to present day radio operations.

Mr. White, who broadcast the first fight and World Series games, left RCA to form a receiver set company and to keep an eye on an investment in a retail store chain.

Relative quiet of the manufacturing and retailing business prompted him to form CBS in 1927. The "Columbia" in the network's title came from Columbia Phonograph Co., an original stockholder.

The urge to "play polo, improve my golf and see Europe" caused Mr. White to sell his CBS holdings to William S. Paley on May 1, 1930.

Polo having palled on him momentarily, two years later he was back in the radio field. He formed the world's first transcription company. He called it American Broadcasting Co. Mr. White said his firm proved to be about 15 years ahead of the times. He discontinued the business and became a radio consultant. During World War II, Mr. White was a Signal Corps major, "working 25 hours a day," writing textbooks and devising officer training schedules.

Starts as Favor

Mr. White's stint on *Encore Night* began as a favor to a friend who was stuck for a last minute guest. Prevailed upon to take over the spot, it is a matter of record that Mr. White didn't know what he was suppose to do until he actually got on the air.

However, his casual chat with Comedian Jim Hawthorne about artists on the old records used on that program was an immediate hit. Two more guest appearances followed.

Phone calls and letters from old friends who had heard him clinched KNX program executives' plea that he continue with Mr. Hawthorne on the weekly program.

Mr. White, who terms his appearance on the program a result of having reached his "anecdotage," is more than rewarded for his midnight stint by the old friendships he has renewed since starting the KNX broadcasts.

Hooper Adds 10

C. E. HOOPER Inc. last week announced signing of ten additional cities for new radio Hooperatings. Cities are: Des Moines, Hartford, Honolulu, Kansas City, Norfolk, Omaha-Council Bluffs, Raleigh, San Antonio, Waterloo and Zanesville.

Jim Hawthorne looks on while Andy White, founder of CBS, chats about artists on old recordings used on Tuesday midnight Encore Night *on KNX.*

Telestatus

(Continued from page 68)

"identify wholeheartedly with the amateur, given half-decent performers, and believe the program is valuable in starting beginners and in entertaining themselves."

Dr. Gardner's report concludes: "Entertainment and commercials on TV variety and talent shows can be almost exactly calculated, and the underlying reasons for their popularity or unpopularity made clear. What must be determined first, however, is what the sponsor wants, what social classes he wishes to reach, what commodities he wishes to sell." "Most" such shows do not show "any evidence" of this kind of planning, Dr. Gardner said.

* * *

Best Medium To Reach Suburbs

TV IS the medium to reach the *whole* metropolitan market, according to a survey released by KTSL (TV) Los Angeles.

The survey cited Los Angeles County's impressive rise in population, noting that most of the increase was centered in its 15 suburban markets. With a million TV sets in the area, the survey claimed advertisers enjoyed 30% sales jumps, on the average, when they used television.

The county claims highest per-capita automobile ownership of any area in the world and the survey indicates business is moving out of the city into the suburbs—retail sales and bank deposits showing big increases for the outlying areas.

SCBA 'Whingding'

SOUTHERN California Broadcasters Assn., Hollywood, will hold its seventh annual "Whingding" at Oakmont Country Club, Glendale, on Oct. 29. Frank Burke Jr., president and general manager of KFVD Los Angeles, is chairman of the yearly golf tournament and stag dinner.

NEW NETWORK

14 Stations Form System

FOURTEEN independently-owned radio stations in the steel-rich area of Pennsylvania, West Virginia and Ohio have formed the Industrial Broadcasting System.

The new network embraces 4,782,183 persons in 1,253,987 homes. Operations are expected to begin no later than Oct. 1. Rate cards, now being distributed, are effective Sept. 1. Home address of IBS is 547 Fifth Ave., McKeesport, Pa.

Organizing stations are WEDO McKeesport, WISR Butler, WBVP Beaver Falls, WCVI Connellsville, WESA Charleroi, WACB Kittanning, WKRZ Oil City, WDAD Indiana, WJPA Washington, WCED Dubois and WKJF-FM Pittsburgh, all in Pennsylvania; WOHI East Liverpool, Ohio; WMOD Moundsville and WEIR Weirton, W. Va.

Edward J. Hirshberg, owner of WEDO and WACB, was described as "the guiding force" behind the project. He reportedly was assisted by Frank Smith, owner of WBVP; Tom Cassell, owner of WDAD; Jack Craddock, WCVI owner, and Boyd Siegel, president of WJPA.

"Object of the Industrial Broadcasting System," explained Mr. Hirshberg, "is to sell local stations on a national basis, and to effect a local point of purchase contact with distributors."

At the outset, these three time segments have been selected for network operation—9-10:30 a.m.; 11:30 a.m. to 1 p.m., and 4-6:30 p.m.

Mr. Hirshberg said that several national spots have been sold. He added that possibility exists that several other stations will join the network. Announcement of the network was made through Cabbot & Coffman Inc., Pittsburgh. New York and Chicago representation has not be selected.

NCAB Fall Meeting

FALL meeting of the North Carolina Assn. of Broadcasters Inc. will be held Oct. 18-19 in the Battery Park Hotel, Asheville. Theme of the convention will be "Selling Radio." Attendance will be limited to members and associate members only. Hotel reservation blanks are to be forwarded to the membership. It will be necessary to use these forms to obtain reservations, the announcement stated. Registration will begin Thursday, Oct. 18. Outstanding exponents of radio sales will be on the program.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

A CHAS. MICHELSON HIT

THE "Sealed Book" 30 MIN. TRANSCRIBED MYSTERIES

CHARLES MICHELSON, Inc.
15 WEST 47th ST., NEW YORK 19

New Business

(Continued from page 16)

Law and You, on ABC 9:30-9:45 p.m., Sept. 2 and 9. Agency: Huber Hoge & Sons Inc., N. Y.

SKELLY OIL Co., Kansas City, Mo., renews Alex Dreier's news commentaries, Mon.-Fri., 9 a.m. EDT, on 28-station midwestern segment of NBC. Agency: Henri, Hurst & McDonald, Chicago.

GILLETTE SAFETY RAZOR Co., Boston, to sponsor NBC-TV's *Cavalcade of Sports* when big-name bouts return to TV Fri., Sept. 7. First of 10 p.m. fights will be the Walter Cartier-Billy Kilgore middleweight contest, with sports reporter Jimmy Powers commenting. Agency: Maxon Inc., N. Y.

TONI Co. (Toni Home Wave) renewing first half alternate week-sponsorship of *Arthur Godfrey & His Friends* over CBS-TV Network, Wed., 8-9 p.m., for full year, effective Oct. 3. Agency: Foote, Cone & Belding, Chicago.

DERBY FOODS Inc., subsidiary of **SWIFT & Co.**, Chicago, for Peter Pan Peanut Butter and salted peanuts, renews *Sky King*, Tues.-Thurs., 5:50-5:55 p.m., on MBS, for 12-months. Agency: Needham, Louis & Brorby Inc., Chicago.

INSTANT MAXWELL HOUSE COFFEE, division of **GENERAL FOODS Corp.**, N. Y., to sponsor *When a Girl Marries*, 11:30-11:45 a.m., on ABC, Mon.-Fri., starting Oct. 1. Agency: Benton & Bowles, N. Y.

QUAKER OATS Co., Chicago, for Ful-O-Pep feeds renews sponsorship of *Man on the Farm*, Sat. 12-12:30 p.m. EDT on MBS, for 12-months. Agency: Sherman & Marquette, Chicago.

KELLOGG Co., Battle Creek, Mich., for Rice Krispies cereal, renews *The Clyde Beatty Show*, Mon.-Wed.-Fri., 5:30-5:55 p.m., over MBS. for 12-months. Agency: Leo Burnett Co., Chicago.

BONA-FIDE MILLS Inc., N. Y. (Bonny Maid Linoleums and Bonny Maid Versa-Tile), to sponsor *Versatile Varieties*, alternate Fridays, 9:30-10 p.m., starting Oct. 5, over ABC-TV. Agency: Gilbralter Adv., N. Y.

CLIQUOT CLUB Co., Mills, Mass. (beverages), to sponsor Thurs. 12:30-12:45 p.m. segment of *The Frances Langford-Don Ameche Show* on ABC-TV, starting Sept. 13. Agency: Frank Weston Adv., Providence.

ORLON Div of Rayon Dept., I. E. duPont deNEMOURS & Co., Wilmington, Del., to sponsor Fri. 12:45-1 p.m. segment of same show, starting Sept. 21. Agency: BBDO, N. Y.

STANDARD OIL of INDIANA, Chicago, renews *Wayne King Show* on NBC-TV split network of 11 midwest stations Aug. 30, Thurs. 9:30 to 10 p.m. CT. Agency: McCann-Erickson, same city.

U.S. ARMY RECRUITING signs to sponsor *Hal Wolf's Sports Desk* on 32 NBC Western Div. stations for 10-week football season starting Sat. Sept. 22, 5:15 p.m. PDT.

Agency Appointments • • •

CROWN OVERALL Mfg. Co., Cincinnati, names H. W. Kastor & Sons, Chicago, to handle advertising on its work and sports clothes. Media now being considered. **Herman Kastor** is account executive.

ALLSTATE INSURANCE Co., Chicago, automobile insurance subsidiary of Sears, Roebuck & Co., names Christiansen Adv., same city, to handle all advertising. Radio being considered and has been used. **H. E. Christiansen** is account executive.

FIFTH ARMY, which headquarters in Chicago, names Fuller & Smith & Ross, same city, to handle recruiting advertising. Estimated $250,000 will be spent yearly, with radio and TV expected to be used extensively throughout Army area. **Guy Mercer** is account executive.

STEGMAIER BREWING Co., Wilkes-Barre, Pa. (Stegmaier's Gold Medal Beer), names MacManus, John & Adams, N. Y., to handle all advertising [CLOSED CIRCUIT, July 2]. Radio and TV will be used.

JOHN F. DALY Inc., Phila. (Ford dealer), appoints Lavenson Bureau of Advertising, same city, to handle advertising. TV will be used.

ELECTRIC STEAM RADIATOR Corp., Paris, Ky., names O'Neil, Larson & McMahon, Chicago to handle advertising for its portable steam radiators, vaporizers, bottle warmers and bottle sterilizers. National campaign begins in Oct., with radio and TV spot planned.

Adpeople • • •

HARRY JAY GREENWALD, assistant to president Melrose Distillers Inc., N. Y., elected vice president and executive assistant to president.

Dr. E. W. BURGESS, vice president and director of industrial relations General Mills, Chicago, resigns due to ill health.

MORNE R. BUCK named manager of advertising, sales promotion and public relations Mohawk Carpet Co. Amsterdam, N. Y. He was in radio station management in Rochester, N. Y., and Wichita Falls, Kan.

F. E. BENSON Jr., assistant advertising manager in charge of license department advertising Canada Dry Inc., N. Y., named advertising manager for all carbonated beverage operations of company in U. S.

HUGH SMITH, field sales manager Bymart Inc., N. Y., appointed assistant sales manager. **ARNOLD A. GOLDMAN**, midwest sales manager, named field sales manager.

STATE FAIR

WCCO Plans Full Coverage

WCCO Minneapolis-St. Paul Saturday was slated to begin a heavy program of participation in the 10-day Minnesota State Fair, which is expected to draw a million visitors.

The station planned the most complete broadcast coverage of the fair in WCCO's history. In addition, staffers will make personal appearances at the fair and aid distribution of 50,000 copies of a special state edition of the *WCCO News Parade*. A special WCCO booth has been erected on the fairgrounds from which a total of 15 hours of programs will originate.

Larry Haeg, station farm service director, is in charge of WCCO's state fair activities. Other representatives of WCCO scheduled to take part in activities at the fair included Cedric Adams, Bob DeHaven, George Grim, Stew MacPherson, Howard Viken, Earl Steele, Frank Butler, Jack Huston, Rolf Hertsgaard, Burt Hanson, Darragh Aldrich, Sally Foster, Ed Viehman, Tony Grise, Ramona Gerhard and Gordon Eaton.

WNJR Newark gives a boost to the $500 million Bonds for Israel Drive when it broadcasts *Stars for Bonds*, a benefit to be held at Untermann Field, Newark, today (Monday) from 8:30-11:30 p.m. Radio star Joey Adams will emcee program with comics Molly Picon and Emil Coehn heading talent roster.

N. Y. Defense Showing

EVERY phase of civil defense planning and operation will be exhibited by the New York Commission at the State Fair in Syracuse from Sept. 1-8, Col. Lawrence Wilkinson, Chairman and director, announced Saturday. One part of the display will depict the operation of the complete New York State Civil Defense Radio Network in time of disaster, showing how emergency programs are transmitted without the use of landlines [BROADCASTING • TELECASTING, Aug. 6].

NBC-TV dispatching camera crews of Brad Kress and John Hofen to trouble-center Iran and Gene and Charlie Jones to the North Pole.

Get the FACTS!

About Radio Listening in Mid-America

CONLAN STUDY OF LISTENING HABITS

Only Complete Study of the Mid-America Market

Write for your copy of the Conlan "Study of Listening Habits" in Mid-America . . . sponsored exclusively by KCMO. Parts 1 and 2 of a 3-part continuing study are available now. Covers all stations. Write on your letterhead.

KCMO
50,000 WATTS
125 E. 31st • Kansas City, Mo.
or THE KATZ AGENCY

Advertiser Use

(Continued from page 63)

local business for that month are slightly less than the actual totals.)

Perhaps more surprising than the tremendous upshoot in TV business, which was to be expected of such a young and potent medium, is the fact that of the 68 advertisers who were using either network or spot television in June 1948, 46 or 67.6% are still active TV advertisers today. Table I lists these advertisers and indicates their use of network and/or spot television in June of 1948 and the same month of 1951.

P&G Tops TV

It is also interesting to note that Procter & Gamble Co., traditional leading advertiser in use of radio time and in recent months the consistent top user of TV network facilities, is not included among the video clients in June 1948. Neither do P&G's two major competitors—Lever Bros. Co. and Colgate-Palmolive-Peet Co. — appear on the June 1948 list of TV advertisers, although both, like P&G, are among the leading users of this medium today.

In fact, of the top 10 TV network advertisers in June of this year [BROADCASTING • TELECASTING, Aug. 13], only three were using network TV in June of 1948—American Tobacco Co., General Foods Corp. and R. J. Reynolds Tobacco Co. The seven companies who were among the top users of video network time this June but not three years ago include, in addition to the three soap manufacturers, Quaker Oats Co., Ford Motor Co., Liggett & Myers Tobacco Co. and P. Lorillard & Co. Ford, Liggett & Myers and Lorillard were at that time using spot TV, however.

Other advertisers who used only TV spot in June 1948 but had added network to spot by June 1951 include: Admiral Corp., B. T. Babbitt, P. Ballantine & Sons, Bulova Watch Co., Canada Dry Ginger Ale, Curtis Publishing Co., Manhattan Soap Co., Pepsi-Cola Co., Phillip Morris Co., RCA-Victor and Ronson Art Metal Works.

Analyzing the Rorabaugh data in another manner, Table II gives a comparison of the June 1948 and 1951 TV advertisers for those cities whose TV broadcasters provided information about their clients for both years. It should be remembered that Chicago, Cleveland and Los Angeles were not connected with the East Coast TV network facilities provided by AT&T in June 1948, which explains the absence of network business reported for those cities for that month.

TABLE II

Number of TV Accounts: June 1948 vs. June 1951

	Network		Nat & Reg. Spot		Local-Retail	
	'48	'51	'48	'51	'48	'51
Baltimore	15	184	16	137	24	103
Chicago	0	192	23	198	10	92
Cleveland	0	191	11	159	3	91
Los Angeles	0	132	21	225	22	176
Milwaukee	2	113	9	94	7	95
New York	16	202	36	248	8	143
Philadelphia	16	189	19	185	31	85
Schenectady	13	106	25	69	1	64
Washington	14	195	17	195	27	99

* * *

Film Report

(Continued from page 74)

sister get into exciting predicaments by *climbing* into their TV set to participate in adventures they see going on there. Wild animal hunts, pirate fights and FBI spy pursuits are some of the shows in which they become involved.

Highlights of outstanding racing events will be featured in a new TV series of sports films, *Speed Classics*, produced by **DYNAMIC Films**, New York. Selection of events to be filmed lies in hands of **Frank Bear**, veteran newspaper and newsreel editor, and **Russ Catlin**, editor of *Speed Age Magazine*. Race locations are carefully scouted for best camera angles and placement of mobile sound recording units. The series is adaptable to 15 or 30 minute programming.

Sleepy Joe, based on the "Uncle Remus" character of that name, is being filmed by **CARDINAL Co.**, Hollywood. **Jimmy Scribner**, known for his multi-voiced work with the radio show, *The Johnson Family*, will do all the voices for the puppets in the films.

A film division has been added by **COMMERCIAL ILLUSTRATORS Inc.**, Chicago. First client was the **Omar Baking Co.** Director of the new service is **Boris Yakovleff**, veteran documentary film-maker. Program films are to be produced as well as commercials.

American Cinema Editors announces that 38 feature film editors, or 22% of its membership, are working regularly on Hollywood TV films. ACE claims more than 90% of all film feature editors.

Sales & Production . . .

WILLIAMS Productions, Los Angeles, begins producing new 15-minute series, *Bits of Life*, Sept. 7.

* * *

ATLAS FILMS, Chicago, will film openings, closings and commercials for series of 13 football movies sponsored by **Phillips 66** gasoline and oil and **Lee** tires. Spots are likely to be used in firm's distribution area, South and midwest. Spots for **Chase Candy Co., Manor House Coffee, Whirlpool Washers** and **Sears Roebuck** have just been completed.

* * *

WILLIAM F. BROIDY Productions Inc., Hollywood, has moved to newly acquired **BRODCO's Sunset Studios**, 5545 Sunset Blvd., Hollywood. Phone number is Hempstead 6844.

* * *

PROCTER & GAMBLE Productions started filming new group of half-hour *Fireside Theatre* programs Aug. 20.

* * *

FIVE STAR Productions, Hollywood, has completed TV film commercials for **Union Electric** (through **Gardner Adv.**), **Fuller Paints (McCann-Erickson), Portland Woolen Mills (MacWilkins, Cole & Weber), Pabst (Warwick & Legler), Carnation Co. (Erwin, Wasey & Co.), Maytag (McCann-Erickson), Swift Poultry Div. (Mccann-Erickson), Toddy (Grant Adv.), Lucky Lager (McCann-Erickson)**. Films combine live action and cartoons.

* * *

ALEXANDER FILM Co., Colorado Springs, announces TV film commercials for **George D. Roper Co., Peter Pan Bakeries, Esquire Ice Cream, Bruan Bakery, Flavor-Aid, Bowman Biscuit Co.**, and **Thorofare Markets**.

* * *

BRACKEN Productions, Los Angeles, has started 18 weeks of production for *Willie Wonderful*, TV film puppet series.

COMMUNITY BOOST

Merchants Featured on KWBE

TO "tell the world that radio is here to stay and fills the community need," is the declared purpose of *Meet Your Merchant*, new public service series on KWBE Beatrice, Neb. The station is featuring three, five-minute periods daily on which local businessmen are invited to tell the story of how they picked Beatrice as the place of their business and activities.

KWBE reports that over 70 of the merchants have taken time out from their work to tell their tales. Slogan of the series is "Shop in Beatrice, the Queen City of Nebraska." Merchants tell why they have faith in the city, together with their plans for the future, and how radio has helped them. All time used is donated by the station.

The series will be wrapped up with a "big party" at the city auditorium, Sept. 14-15. KWBE will play host at the big event, including a cooking school, give-away quizes, dancing and other fun making. The date of the gala event also is the station's second birthday.

ADD PRAVDA

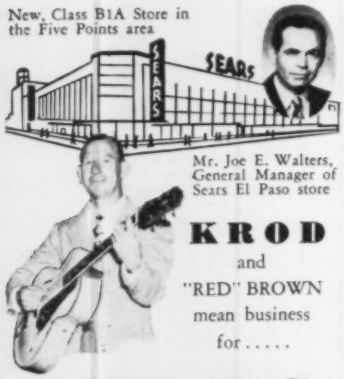
To List of 'Voice' Critics

CONTINUING controversial discussion over the effectiveness of the State Dept.'s Voice of America program has elicited comment from Moscow's *Pravda* and its home radio service.

Pravda describes the U. S. radio arm as "loud and obnoxious" and tells home listeners that it costs more "than all the opera singers of America put together." The Voice is costing Americans "something like half a million dollars a year, yet the return is not worth a dime," the Soviet newspaper added.

Touching on its own reasons for the Voice's "failure," *Pravda* quoted a charge leveled by Rep. Hamer Budge (R-Ida.) that the first three letters (WRU) of certain American stations mean "I lie" when translated into Russian [BROADCASTING • TELECASTING, Aug. 6]. The inference subsequently was denied by both the State Dept. and the FCC.

WOV New York reported last week that in four weeks more than 4,000 tickets, representing a listener expenditure of $3.80 per ticket, have been distributed in response to an offer carried on Caruso Products Distributing Corp.'s daily 11:05-11:15 a.m. newscasts on the station. Offer was for tickets to motion picture "The Great Caruso," free with the purchase of a gallon of Caruso Edible Oil.



Mr. Joe Walters, popular and progressive manager of this mammoth El Paso store, is enthusiastic about the business which KROD's guitar-playin' funnyman "Red" Brown has been bringing Sears for years with his weekly Saturday morning show. This is the only regular radio show which Sears uses in El Paso. YOUR business can also profit by the tremendous pulling power of this influential CBS station serving the El Paso area's 441,310 people with their $396,840,000 of retail purchases.

KROD
5,000 watts 600 K. C.

RODERICK BROADCASTING CORP.
Dorrance D. Roderick, *President* — Val Lawrence, *Vice-Pres. & Gen. Mgr.*
REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

THREAT TO CBS

Follows Waterfront Program

THREAT that any CBS personnel venturing near the New York waterfront would be "knocked out" was one result of the Aug. 16 broadcast of *Nation's Nightmare*, on the CBS Radio (8:30-9 p.m.).

The telephoned warning came during the documentary program which that week was devoted to detailed descriptions of mob rule and crime along the docks of New York and other cities. The voice claimed the facts on the program were false and said, "you hurt us a lot and now we have to get even with you . . . there's only one way to fight you people and we'll fight you any way we can," according to CBS Radio spokesmen.

The following day, CBS Radio spokesmen reported, a mobile unit operating at Pier 84 in New York was accosted by a hefty longshoreman. Six city detectives arrived on the scene to protect the surprised crew and the man departed.

Meanwhile, with some 40 hours spent for each half hour of *The Nation's Nightmare* to reach the air, Producer Irving Gitlin and his documentary crew played excerpts from their collection—unusable for public broadcast—for newsmen last Tuesday.

Tapes pertained to details of an unbooked Chicago killing, Willie Moretti's analogy between gamblers and fish in the sea, a petty racketeer's sobbing story of failure, and a profane though private discussion of murder between the recently-killed Herbert Noble and a gangster.

Lamenting that they could not use all the material they had collected, Mr. Gitlin, whose next assignment will be on *The People Act* for the Ford Foundation, explained, "we couldn't use much of it because of legal problems or because we wanted to keep the secret of our informant's identity."

CBS will rebroadcast three of the series at 9:30-10 p.m. on consecutive Thursdays: narcotics, Aug. 24; slot machine and gambling racket operations, Sept. 6; and waterfront crime, Sept. 13.

SPECIAL guest speaker E. M. Webster, FCC Commissioner, is flanked by executives of local radio stations also feted by their host, the Edison Lions Club in Miami. They are (l to r:) Paul Brake, WWPB; Pete Kettler, WGBS; Lee Ruwitch, WTVJ (TV); Comr. Webster; Owen Uridge, WQAM; George Thorpe, WVCG, and James LeGate, WIOD. Festivities were held in the Florida city Aug. 13.

WAGE CEILINGS

Removal for Radio, TV Not Decided

THE WAGE Stabilization Board last week was tangled in an octopus-like report of its self-created advisory panel. The panel failed to agree on the question of whether wage ceilings should be lifted on industries which are exempt from price control.

Among the industries are radio and television stations, which like newspapers, movies, insurance firms, public utilities and railroads are specifically price exempt in the Defense Production Act.

The six-man panel split five ways. Now, it's up to WSB to announce a policy for an estimated 10 million workers affected.

Management, labor and the public, two persons from each, were represented on the panel.

Public and industry members couldn't even agree whether the industries are exempt by terms of law from wage controls. Consensus was the board should get legal advice from the Justice Dept.

On the question of whether the industries "should" be exempt, here is the way the board split:

1. Theodore W. Kheel, of New York, panel chairman and a public member, recommended lifting of wage controls over industries exempt under the pricing provision and under any other governmental price-rate regulation. An estimated three million workers would be affected, among these, radio-TV employes and entertainers.

2. Richard A. Lester, of Princeton U., also a public member and panel vice-chairman, was in part agreement with Mr. Kheel but suggested wage board review of each industry.

3. Fred R. Rauch, of Cincinnati, and Irvin D. Shapiro, of Boston, both industry members, thought Congress didn't intend removal of wage controls from industries price-exempt. Relaxation of the controls would jeopardize the wage stabilization program, they said.

4. Woodruff Randolph, president, International Typographical Union (AFL), a labor member, believed Congress wanted to tie-in price and wage exemption and therefore regulations should be adjusted accordingly.

5. Another labor member, Stanley Ruttenberg of the CIO, held flatly that wages are exempt in those industries which are price exempt.

Included were suggestions for panel and advisory boards to handle wage stabilization of those industries exempt from price ceilings.

More than a score of witnesses testified and briefs were filed by some 35 organizations during three-day hearings held by the board. The report filled 60-pages.

Among those who testified before the panel were:

Sol B. Pryor, for Television Authority and the American Federation of Radio Artists; William M. Dunn, assistant to the president, Communications Workers of America (CIO); and Joseph Shelly, for American Communications Assn.

Briefs were submitted, among others, by American Federation of Musicians; Hollywood AFL Film Council; Radio and Television Directors Guild (AFL), and NARTB.

PIONEER WOMAN

Leads Burro, Aids Sponsor

MODERN day Annie Oakley has been enacted by Drue Smith, mistress of ceremonies of Pioneer Bank's three-year daily *Party Line* show over WDOD Chattanooga, Tenn.

When Pioneer opened a new branch at the Farmer's Market, bank's President George M. Clark thought the first deposit should be made as it would have been in the buckskin days—by mule back. Miss Smith, catching the frontier spirit, dressed herself with coonskin cap (also emblem of the bank), carried a long rifle and led the pack animal 10 blocks along downtown streets.

On the way, Miss Smith called upon the county manager and the city mayor inviting them to the new banking facilities. At end of journey she broadcast direct from the scene with a description of the gala opening and deposit of $74,000 on the burro's back. A news reporter noted in his account of the event that Miss Smith was the only pioneer woman in history with toenails painted red!

WANTED!

murder scripts

Wanted—scripts adaptable for radio and/or TV.

For more information on story requirements, payment rates, etc., write to—

W. P. ROBINSON
V. P. in charge of Programs

WLW
Cincinnati 2, Ohio

KGW carries the weight in the Oregon Market DAY or NIGHT
TOTAL BMB FAMILIES
From 1949 BMB Survey
DAYTIME
KGW 358,030
Station B . . . 337,350
Station C . . . 295,470
Station D . . . 192,630
NIGHTTIME
KGW 367,370
Station B . . . 350,820
Station C . . . 307,970
Station D . . . 205,440
KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

allied arts

EDWARD HOCHHAUSER Jr., appointed sales manager Associated Program Service, Div. of Muzak Corp., N. Y. He succeeds **BERT LOWN**, resigned.

Mr. Hochhauser

BILL WOLFF, program director WKNK Muskegon, Mich., now on leave with Armed Forces appointed to news-announcing staff American Forces Network headquarters, Frankfort, Germany.

JEAN YARBROUGH, director, signed to long term contract by TCA Productions, Hollywood, and made producer-director on Abbott and Costello TV film series which starts on NBC-TV in fall. **CLARENCE EURIST** continues as TCA production supervisor. To be known as *Abbott & Costello Show*, production on half hour TV series resumes at Hal Roach Studios, Culver City, on Sept. 5.

DAVID MILTON, art director and superintendent of construction Monogram Studios, to William F. Broidy Productions, Hollywood, film producing firm, in similar capacity.

ALLEN RIVKIN, newly-appointed president Motion Picture Industry Council, resigns as director of public relations Screen Writers Guild. **IRWIN GIELGUD** replaces him.

Lt. Comdr. ARNOLD C. NYGREN appointed head of Electronics Production Branch, U. S. Navy Bureau of Aeronautics. He was with Transit Radio Inc., Cincinnati, and Frederic W. Ziv Co., New England office, prior to Korean war when recalled to active duty.

Comdr. Nygren

HERBERT S. LAUFMAN & Co., Chicago, radio and TV package and production firm, moves to new offices at 624 S. Michigan Ave.

CARL WESTER, owner of radio and TV package firm of same name, opens Chicago office at 221 N. LaSalle St. **KAY BRENNAN** is assistant general manager of firm.

DANIEL C. BONBRIGHT, secretary and counsel Capitol Records Inc., Hollywood, elected vice-president. He succeeds **JAMES W. MURRAY** who joins General Precision Corp., N. Y., in executive capacity effective Sept. 1. In his new capacity, Mr. Bonbright continues to function as counsel and also assumes responsibilities of finance. Mr. Murray will act in advisory capacity to Capitol from his New York headquarters, according to **GLENN E. WALLICHS**, president of the recording firm.

JAMES DAY and **RICHARD BERTRANDIAS**, KNBC San Francisco, to Radio Free Asia, S. F.

FREDERICK GORDON NIXON appointed assistant controller of telecommunications in Dept. of Transport at Ottawa. He succeeds **E. G. BENNETT** who retired recently.

GORDON R. BADGER named assistant chief engineer of test and inspection Bendix Radio Div., Bendix Aviation Corp.

Equipment . . .

C. J. WARD, N. Y. zone manager of Crosley Div., Avco, Mfg. Corp., appointed Albany branch manager Crosley Distributing Corp.

F. B. RILEY, former Bendix Corp. TV district merchandise, and **GORDON WISNIEWSKI**, president R&W Sales & Service, both Milwaukee, named new distributor-sales representative for Bendix Radio-TV Div., Bendix Aviation Corp., Baltimore.

AMPEX ELECTRIC Corp. announces opening of new plant and general offices at 934 Charter St., Redwood, Calif. Telephone Emerson 8-1471.

R. C. FREYTAG, executive vice president Scott Radio Labs., Chicago, elected to board of directors. Other directors re-elected for one-year terms: **JOHN S. MECK, HUBERT S. CONOVER, H. S. DARR, RUSSELL G. EGGO.** Officers re-elected: Mr. Meck, president; Mr. Freytag, executive vice president; **L. M. SANDWICK**, vice president and general sales manager; and Mr. Eggo, secretary. **P. E. SCHUECKING** elected treasurer, succeeding **G. F. MECK.**

J. B. FARR appointed manager of sales training for receiver department, General Electric, Syracuse. He was with Tradeways Inc. **R. M. LUTZ**, assistant supervisor in cost section of cooperative advertising, named supervisor of department.

HAROLD G. CHENEY appointed sales manager Westinghouse Electronic Tube Div.

BRUCE M. WILLIAMS appointed sales engineer John A. Green Co., Dallas, Tex., sales engineering representatives. He was with Magnolia Petroleum Co., Dallas.

C. W. BRYANT, purchasing agent of ferrous products, Purchasing Dept., General Electric Co., Schenectady, appointed manager of purchasing section, Material and Purchasing Dept.

NORMAN F. BARNES, section engineer in charge of radiation and photometric instruments, General Engineering Lab., General Electric Co., Schenectady, appointed assistant to engineering manager.

Technical . . .

CALVIN WALTER, graduate Northwest Broadcasting School, Portland, Ore., to KVAS Astoria, Ore., as technician.

On All Accounts

(Continued from page 14)

so professionally six months later when he was named assistant engineering editor of the company's *Electrical World* and *Electrical Merchandising* magazines in New York. He remained there until 1920, except for a short period of service in the Army Air Force, and then went to Westinghouse to supervise trade paper publicity at E. Pittsburgh headquarters.

It was there he was rushed into radio without benefit of indoctrination. He became an announcer at KDKA, the pioneer Pittsburgh station owned by Westinghouse, and opened the company's Chicago outlet, KYW, on which he programmed four solid hours of opera nightly for 10 weeks. Church services, popular program fare because they were free and time-consuming, became his special chore. One time he was forced to sit in the midst of a sedate choir so he could handle switches on the carbon mike. The noise of the switching drowned out the voices.

After managing KDKA for awhile, Leo Rosenberg took over another Westinghouse station, WBZ Springfield, from which he ran a 100-mile line to Boston for originations. Hop-skipping in radio gave way to a well-grounded job in New York, where he took complete charge of a $400,000 national promotion campaign for the electrical industry. A lighting education contest involving the spotting of electrical outlets on floor plans drew 2½ million entries from children. The job, scheduled to last a month and have one assistant, ended up with a score of five all.

Mr. Rosenberg headquartered in offices of Thomas F. Logan, president of the agency of the same name who handled advertising the campaign. After successfully "electrifying" the nation, Rosenberg joined the Chicago office of the Thomas F. Logan Agency six months before a merger with Lord & Thomas. The new agency reverted to the L&T name after Mr. Logan's death, and became Foote, Cone & Belding in 1942.

During his 25 years with the company, Mr. Rosenberg has supervised a variety of accounts—among them, Hurley Machine Co. (Thor), Hotpoint, Horlick's, Beatrice Foods, Montgomery Ward, U. S. Gypsum, the Trane Co. and the fabulously successful Toni Co., his most recent account. He has said all of them achieve marked success among the competition.

In the depression years, Horlick's malted milk expenditures jumped under his supervision from several hundred dollars weekly to $700,000 a year, thanks largely to *Lum 'n' Abner*. Mr. Rosenberg worked closely with the 90-year-old Horlick president who insisted always on knowing exactly what he was getting for his money. In one instance, the account executive was called upon to make a formal presentation to get a $1,000 weekly appropriation for organ music on a radio show, which had been bought for $12,000 weekly.

Gets Utilities Accounts

In 1933, while assigned to handle several gas and utility companies because of his extensive experience at Westinghouse, a campaign which Mr. Rosenberg inaugurated startled even the demanding client with its results. The gas companies had constructed a pipeline from Texas into Chicago, and wanted to introduce natural gas there for the first time. "There was an awful lot on hand," recalls Leo Rosenberg was given the job of selling it. He used radio spots on every station, day and night, and almost overnight the city became gas conscious. In three months, more than 10,000 gas heating units were sold.

Mr. Rosenberg has been married 29 years to the former Florence Warren, a professional pianist in Pittsburgh when they met. They live on Chicago's South Shore where they spend much of their time golfing at Ravisloe Country Club. Their daughter, Judy Fander, has a nine-month-old son, Terry Lee, and their son, Warren works at CBS-TV New York. Mr. Rosenberg is a member of the Merchants & Manufacturers Club.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

The LITTLE Station with the BIG WALLOP

WMAM MARINETTE WISCONSIN

ONSUMER ADVICE

Proposed in Dollinger Bill

SO-CALLED "Consumers' Advory Bureau" would be set up der the wing of the Commerce pt. as the official analyzer and ter of consumer goods, according a bill (HR 5189) introduced in e House by Rep. Isidore Dollinger N. Y.).

Explaining his bill, Rep. Dollin- told House colleagues the erican consumer "has no way determining for himself how er makes or brands actually pare with the products expertly ertised by press, radio, televi-, and other mediums."

Asserting that the consumer re often than not pays a higher e than necessary, as the little- wn product can in fact be of her grade and cheaper," the ngressman surmised, "remember, millions paid for advertising eventually tacked on to the of the product and the con- er pays for it."

ew NABET Unit

OADCAST Employes Local IO), Pottsville, Pa., has unanisly voted to affiliate with National Assn. of Broadcast gineers & Technicians (CIO). mbers of the local are anncers and engineers at WPAM ttsville. Negotiations are now der way between the newly med unit of NABET and PAM management. NABET reily affiliated with the CIO.

McANDREW NAMED

To President's NEPH Unit

APPOINTMENT of William R. McAndrew, general manager of WRC-AM-FM WNBW (TV) Washington, as chairman of the Public Information Committee of the President's Committee on National Employ the Physically Handicapped Week was announced by the U. S. Dept. of Labor last Thursday.

Mr. McAndrew succeeds Earl H. Gammons, vice president of CBS Washington operations, who has been named by President Truman as vice chairman of the President's Committee [BROADCASTING • TELECASTING, Aug. 20]. In announcing the appointment, Vice Adm. Ross T. McIntyre, committee chairman, described it as "another indication of the vital importance of radio and television in carrying forward the President's program" for the physically-handicapped.

DREWRY REPORT

Radiomen Thanked For Aid

ANNUAL report of Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Journalism, reviewing the 1950-1951 session, has just been sent to Georgia radio executives.

In the report, Dean Drewry paid tribute to the Georgia Assn. of Broadcasters and the Radio Executives Club of New York for their cooperation in various university projects.

Mr. Allen with pen and typewriter becomes KGAL's roving correspondent. ➤

Electronics Meet

HIGHLIGHTING the seventh annual National Electronics Conference, Oct. 22-24 at the Edgewater Beach Hotel, Chicago, will be a luncheon address by Adrian Murphy. Mr. Murphy, president of CBS Laboratories Div., will speak on "Color Television." More than 2,000 engineers are expected to be on hand when the sessions open. W. R. G. Baker, vice president of General Electric, and Phila Hanna, financial editor, *Chicago Daily News*, also will present luncheon addresses. E. H. Schulz, electrical engineering chairman at Armour Research Foundation of Illinois Institute of Technology, is the 1951 president of the conference.

NEWS ENDEAVOR

KGAL Sells Foreign Trip

LOCAL, national and international news can pay off in both prestige and station revenue, says KGAL Lebanon, Ore., which cites the trip abroad by Gordon Allen, station's president and general manager.

Mr. Allen will spend September in an European air-trip including countries of France, Germany, Switzerland, Italy, England and Istanbul, reporting news impressions via air-mailed tape recordings. Recorded features will be used as part of station's 7 p.m. newscasts for Chevrolet on *Radio Willamette-Land*.

While on the trip, Mr. Allen will take colored movies of "Free Europe in the Fall of '51," which will be edited into a feature-length 16 mm movie for showing to service clubs, women's clubs and Parent-Teachers Assn. groups as a joint public service venture by the station and the area Chevrolet dealers. Mr. Allen also will contribute to local area newspapers on his European journey.

FOR first time since WGN-TV took the air more than three years ago, video fan mail has out-numbered that for radio shows on WGN. *Down You Go*, Louis G. Cowan TV show aired on DuMont, received 46,590 pieces of mail in July, which helped raise TV total considerably, station reports.

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programs promotion premiums

BACK SEAT PROMOTION

WOL Washington using eye-catching posters on rear of front seats of 1,400 Combined Cabs in Washington. Poster, in black, red and white, brings riders attention to *Liberty Scoreboard* program sponsored by Combined Cab Service. Station estimates 90,000 people will see promotion daily.

WSLS Roanoke, Va.'s twins, Betty (1) and Amy Glenn join Bill Ashworth, station program and promotion manager, in inviting station managers to the NARTB District 4 meeting in Roanoke, last Thursday and Friday. Post cards like the above were mailed to station managers to promote attendance at the meeting.

OHIO'S FIRST LADY

WGAR Cleveland featuring series in which of Ohio Gov. Frank J. Lausche takes part in courtesy announcements for station's "Northern Ohio Day at the Fair" to be held Aug. 28. Series prepared in cooperation with President Sam Abrams' Ohio Adv. Co. Spots carried on all Cleveland radio outlets, which WGAR labeled "rare marshalling of support for a rival promotion."

KIRO AT SCENE

KIRO Seattle bulletined news of Air Force's B-50 crash into apartment building in South Seattle Aug. 13, within minutes had four staffers on their way with tape recorder. Crash occurred 2:15 p.m. At 4 p.m., station broadcast eyewitness report plus interviews from scene and from hospital. At 4:46 p.m., station gave nation on-the-spot account via *Don Hollenbeck and the News* on CBS Radio.

RAISES FUNDS

KUKI Ukiah, Calif., asked to request donations for county fair parade after attempts to raise money through other media bogged down. Station ran 16 spots pl ging all-night request show. A special program started, stat reports, requests and donati swamped operators. Goal of $ reached by midnight; doubled 3 a.m.

PONY PRIZE

WFIL-TV Philadelphia, *Pony E press*, with Chief Halftown, f blooded Seneca Indian. Chief fou himself swamped with mail fr boys and girls competing for l pony and other prizes in cont based on identification of anim Within three-day period, chief ceived some 7,000 cards and lett at WFIL-TV. Program is telec daily.

PLUGS POWER INCREASE

KCBS San Francisco using 120 bi boards in choice locations throug out listening area telling of ne power increase. Station also us over 900 "traveling" displays outside of street cars, busses a bridge trains in metropolitan S Francisco-Oakland area. Over display cards are being used in busses traveling through covera area.

BIG TV PUSH

WFMY-TV Greensboro Aug. climaxed two-week TV promot to push sales of TV sets. Stat used polyop cards with special work employing clever use of Mother Goose characters, rec ings of young girl reading rhy and local spots on WFMY-TV WFMY (FM). Promotion i idea of buying TV sets in fr of public, using rhymes whene possible.

ALL ABOUT RECORDS

RCA Victor Custom Record Sa Div. sending trade brochure hea "I Never Knew . . . ," based operation of division. Boo gives inside workings of rec ing, re-recording, processing, pr ing, shipping and handling. T tures and drawings help give fa about record production. Attac note from James P. Davis, d sion manager, explains ". . . booklet is designed to inform of the different types of cu work we're currently turning It may suggest some new ang to you possibly in an end of h

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ness with which you are not too familiar . . . "

INTERVIEWS THE SICK

WHOT South Bend, Ind., *Operation Pills and Stitches*, Mon., 6:30-7 p.m., to start Sept. 10, sponsored by local florist and candy shops. Program taped at five area hospitals, interviewing patients and personnel. Show announced and produced by Edie and Howie Fisher. C. J. Pajakowski originated program idea, structure and name.

MARINE LIFE

WSM Nashville, *Parade of Science*, carrying taped recordings of Nashville Children's Museum Bahama Reef expedition to collect specimens for diarama showing of marine life on ocean floor among coral reefs. Station equipped party with tape recorder so that recordings could be sent back for program. Tiny mike was placed in diving helmet for recordings from ocean floor.

NEGRO MARKET

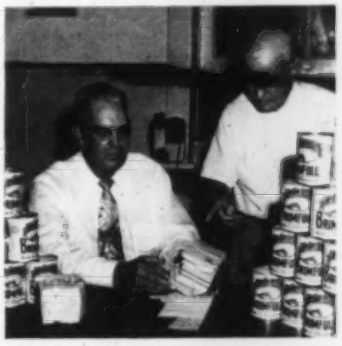
WBCO Bessemer, Ala., sending trade brochure pointing up large Birmingham Negro market and part station plays in reaching people. Booklet contains facts and figures on population, retail sales, weekly payroll, buying income, WBCO program schedule, pictures of entertainers and sales testimonials. Station is fully-staffed with Negroes and claims to be south's "only night and day Negro radio station," stressing advantages of selling that market.

SLOGAN CONTEST

WFGM Fitchburg, Mass., beaming new program to listeners in nearby city, Leominster. Show, titled *Listen Leominster*, features commercials of local merchants and correspondingly numbered slogans. After repeat listeners are asked to write them down. Emcee Allan Curtis selects one by number and street. First person calling from that street with text of slogan, word for word, wins at least $5 from merchant assigned number. Prize mounts each day when no winner is found. Show is tailored along informal and neighborly lines.

NATIONAL GUARD

WWNY Watertown, N. Y., airing two special public service programs in cooperation with U. S. Army. Shows centered around activities of 42d Rainbow Division of National Guard. First program was broadcast on same day that division arrived in Watertown for training period. Week later, Larry Lesueur, CBS newsman, conducted roundtable discussion with military commanders describing 42d's training.



DRAWING power of radio is no secret to W. H. Fowler (r), manager of a local grocery store in Enid, Okla., as Homer (Pop) Hale, commercial manager, KCRC Enid, shows him some of the response to a free-offer aired on the station. Station reports that more than 40 cases of canned cherries were given away as a result of three free offers on one of KCRC's 7:30 a.m. newscasts. Listeners from 43 cities in Oklahoma and Kansas responded to the free offer. Even Mr. Fowler got a free offer—a recipe for cherry rolls.

TWO NEW SHOWS

WAAM (TV) Baltimore presenting two new Sunday evening programs designed to give viewers latest news in sports and world happenings and to present well-known Marylanders in discussions of interest. News programs, *Sunday News and Sports*, is seen (since Aug. 19) at 7:30-7:45 p.m. Discussion program, *Maryland Forum*, is telecast (also since Aug. 19) at 7:45-8 p.m.

ASKS A QUESTION

DuMONT TV NETWORK, via blue promotion folder, querying advertisers and trade: "Are you in show business . . . or, are you in business to sell?" DuMont explains that TV is "primarily a medium in which to display and sell your product—not a catch basin for fantastic sums of money expended on lavish productions in the interests of show business," and asks advertisers to ascertain "is the rating worth the rate?"

POOCH PARADE

KSTP-TV Minneapolis-St. Paul has new sponsor for "Pooch Parade" segment of *Jimmy's Junior Jamboree*. George Ziegler Candy Co., Milwaukee, will assume sponsorship Sept. 20. Telecast Thurs., 5-5:15 p.m., "Pooch Parade" gives youngsters chance to show off their dogs. Each week canines are judged according to specific classification, such as which has longest ears, shortest tail, smallest nose, etc. Contract placed through Mautner Agency, Milwaukee. *Jimmy's Junior Jamboree* is daily show, telecast 5-5:30 p.m.

'TOP KINDERGARTEN'

WTOP-TV Washington sending prospective sponsors material about station's *TOP Kindergarten*. Material includes large diploma-like card given to tots who have appeared on Monday-Friday 4:30-5 p.m. program. Accompanying information states that show "offers a showcase for your product in which your message can be incorporated into the program itself and your product used by the children in the *TOP Kindergarten* classroom. . . ."

OKLAHOMA COVERAGE

WKY Oklahoma City distributing folder showing by maps and cartoons how well station covers state. Based on BMB figures, folder shows how 62 Oklahoma counties in WKY's daytime BMB area contain 73% of state's population; 71% of state's total retail sales; 71% of food store sales; 71% of drug store sales; 72% of automotive sales, and 87% of gross farm income. Also given is breakdown of Oklahoma City Hooper Audience Index, March-April 1951.

MOST RETURN

WCBS-AM-FM-TV New York sending out attractive folder designed to illustrate that in Gotham's Croesus-like market, WCBS stations offer advertisers "Point of Most Return." CBS owned stations, represented by Radio Sales, have animated electric display sign, stories high on Times Square, which is illustrated by colored photograph in folder.

'HAYRIDE' CELEBRATES

WLWT (TV) Cincinnati *Midwestern Hayride* celebrating its third anniversary under sponsorship of Bavarian Brewing Co. Program also is seen on WLWC (TV) Columbus and WLWD (TV) Dayton, and is NBC-TV summer replacement for *Your Show of Shows*, Sat. 8-9 p.m. Cake was presented to Bill Thall, *Hayride* m.c., with inscription, "Happy Birthday Bavarians." On hand were William R. Schott, secretary-treasurer, Bavarian Co., and Kathryn Hardig, radio-TV director, Ralph H. Jones Co., ad agency.

'DIVING COWBOY'

WBNS-TV Columbus, Ohio, *Western Roundup*, Mon.-Fri. feature. Program currently cooperating with Red Cross on "Learn to Swim" campaign at swimming pools where Dick Zubel of *Roundup* appears weekly as "Diving Cowboy." Mr. Zubel and his partner, Blackie (Bill Turner), recently drew 1,000 youngsters, creating own promotion gimmicks identified with "personalized brands" as incentive to kids upon good behavior. Brands also have become integral part of each *Western Roundup* telecast.

AIRFORCE SHOW

WACE Chicopee, Mass., *Westover Airplanes Show*, Mon.-Fri., 12:35-1 p.m., interviews noted personalities traveling through Westover Airbase. Broadcasts are aired directly from base by WACE Host Ed Carter.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

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August 16 Decisions . . .

BY THE COMMISSION

Application Granted

WSAY Rochester, N. Y.—Granted application for extension of completion date of Dec. 1 for CP which authorized increase in power on 1370 kc from 1 to 5 kw unl.; install new trans. and change ant.

Issues Deleted

William C. Forrest, Reedsburg, Wis.—On its own motion, Commission amended order of July 5 designating application for hearing and deleted therefrom Issues No. 1, 3 and 8 and all reference to application of Watertown Radio, Inc., Baraboo, Wis.

Application Denied

KUMO Columbia, Mo.—Denied application for extension of completion date of CP for new station on 950 kc 1 kw unl.; to treat subsequent application, to change hours of operation etc., as new application, subject to KUMO requesting hearing if it desires.

Designated for Hearing

Grand Island Bcstg. Co., Grand Island, Neb. and KCNI Broken Bow, Neb.—Designated for hearing in Washington on Aug. 23, application of Grand Island for new station on 1430 kc 1 kw unl. DA-N, in consolidated proceeding with application of KCNI to change facilities from 1490 kc 250 w unl. to 1430 kc 1 kw D.

August 16 Applications . . .

ACCEPTED FOR FILING

License for CP

WSFA Montgomery, Ala.—License for CP, as mod., authorizing increase in D power etc.

WAVA Ava, Ill.—License for CP new AM station.

Modification of CP

KRES St. Joseph, Mo.—Mod. CP, as mod. which authorized change in frequency etc., for extension of completion date.

WAFM (FM) Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

License Renewal

KHJ-FM Los Angeles, Calif.—Request license renewal.

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FCC actions

AUGUST 16 THROUGH AUGUST 23

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

APPLICATIONS RETURNED

Following applications for license renewal were RETURNED: WPBB Jackson, Ala.; WAVZ New Haven, Conn.; WYVE Wytheville, Va.

August 17 Applications . . .

ACCEPTED FOR FILING

License for CP

WCOW South St. Paul, Minn.—License for CP new AM station.

WGST-FM Atlanta, Ga.—License for CP new FM station.

AM—1060 kc

KILO Grand Forks, N. D.—CP to change from 1440 kc 1 kw-D 500 w-N to 1060 kc 5 kw unl. etc.

Modification of CP

KWBW-FM Hutchinson, Kan.—Mod. CP authorizing reinstatement new FM station to change ERP from 1.5 kw to 780 w, ant. from 190 ft. to 170.25 ft. etc.

License Renewal

Following stations request license renewal: WFBM Indianapolis, Ind.; KFGQ Boone, Iowa; WHAZ Troy, N. Y.; WMUU Greenville, S. C.; WVVW Fairmont, W. Va.; WBAY Green Bay, Wis.; WGBI-FM Scranton, Pa.

APPLICATION RETURNED

WMSC (FM) Columbia, S. C.—RETURNED application for license renewal.

APPLICATION DISMISSED

WBGE Atlanta, Ga.—DISMISSED application for assignment of license.

August 20 Decisions . . .

BY THE SECRETARY

NBC, Inc., New York, N. Y.—Granted extension of authority to transmit recorded programs to all broadcast stations under control of Canadian authorities that may be heard consistently in U. S. for period beginning 9-15-51.

NBC, Inc., New York, N. Y.—Granted extension of authority to transmit programs to CBL and CBM and other stations under control of Canadian Broadcasting Corporation for period beginning 9-15-51.

WKAP Allentown, Pa.—Granted license for change of facilities, trans. equipment, install DA-N and new trans. and change of trans. location (1320 kc, 1 kw, unl.); cond.

WSPC Anniston, Ala. — Granted license for increase in D power, change from employing DA-DN to DA-N only and install new trans. (1390 kc 5 kw-LS, 1 kw-N DA-N).

WKBB Dubuque, Iowa—Granted license for installation of new trans.

KDAS Malvern, Ark.—Granted mod. CP to change type trans.

WIBR Baton Rouge, La.—Granted license for change of facilities, install. new trans. and DA-DN and change trans. location; cond. (1300 kc 1 kw DA-2 unl. DA-DN).

KNAL Victoria, Tex.—Granted license for change in hours operation and installation of DA-N (1410 kc 500 w unl. DA-N).

WIAM Williamston, N. C.—Granted license for AM station, change in studio location, and change in type trans. (900 kc 1 kw D).

Stanley G. Boynton, Highland Park, Mich.—Granted request for cancellation of authority to transmit programs to CKLW Windsor, Ont. from Highland Park Baptist Church, Highland Park, Mich., effective July 23.

WCAR-FM Pontiac, Mich. — Granted mod. CP for extension of completion date to 3-1-52.

WFBM-TV Indianapolis, Ind.—Granted license for TV station and for move of studio location; ant. height 409 ft. in lieu of 400 ft.

WOUI Athens, Ohio—Granted CP to change existing noncommercial educational FM station, to change trans. location and make changes in ant. system: Ch. 201 (88.1 mc) 10 w.

KEPH Ephraim, Utah—Granted CP to replace CP for new noncommercial educational FM station, which expired 6-19-51.

KSBR San Bruno, Calif. — Granted mod. CP for extension of completion date to 2-15-52.

Sarkes Tarzian, Inc., Van Beuren Twp., Ind.—Granted license for installation of new trans., increase in power, and ant. changes for TV inter-city relay KSB-79.

WPIX New York, N. Y.—Granted CP to install new trans. at old main trans. location for aux. purpose only; to change equipment and ant. system.

Sarkes Tarzian, Inc., Bloomington, Ind.—Granted mod. CP to change to 2008-2025 mc. and to request DA system for TV inter-city relay KSC-55.

WDOR Sturgeon Bay, Wis.—Granted mod. CP to change type trans. and specify main studio location; cond.

WABA Aguadilla, P. R. — Granted mod. CP for extension of completion date to 10-1-51; cond.

KWTO Springfield, Mo. — Granted mod. CP for extension of completion date to 2-20-52; cond.

WNXT Portsmouth, Ohio — Granted mod. CP for extension of completion date to 9-1-51; cond.

August 20 Applications . . .

ACCEPTED FOR FILING

License for CP

KWSO Wasco, Calif.—License for CP to increase power and install new trans.

Extension of Authority

MBS, Chicago, Ill.—Extension of authority to transmit programs to KCLW Hamilton, Tex. and CBC stations and those licensed by Canadian Minister of Transport for period beginning Nov. 14.

FM—97.1 mc

WELD (FM) Columbus, Ohio—CP to change ERP from 53 kw to 100 kw, and height from 430 ft. to 331 ft. and change ant. system.

Modification of CP

WTTV (TV) Bloomington, Ind.—Mod. CP, as mod., new TV station to change vis. trans. rated power from 1 kw to 2 kw etc.

TV—Ch. 3

WAVE Louisville, Ky.—CP to change from Ch. 5 (76-82 mc) ERP 7 kw vis. 3.5 kw aur. to Ch. 3 (60-66 mc) ERP 100 kw vis. 50 kw aur., ant. 526 ft. etc.

TV—Ch. 13

WAAM (TV) Baltimore, Md.—CP to change ERP from 26 kw vis. 14 kw aur. to 2.9 kw vis. 1.45 kw aur., ant. 1010 ft. etc.

License Renewal

Following stations request license renewal: WAGF Dothan, Ala.; KYNO Fresno, Calif.; KFOX Long Beach, Calif.; KMOD Modesto, Calif.; KTKC Taft, Calif.; WJHP Jacksonville, Fla.; WOBS Jacksonville, Fla.; WTMC Ocala, Fla.; WTJH East Point, Ga.; WGBF Evansville, Ind.; KXGI Ft. Madison, Iowa; WNGO Mayfield, Ky.; KVOL Lafayette, La.; WKMH Dearborn, Mich.; KGVO Missoula, Mont.; KOIL Omaha, Neb.; KOLT Scottsbluff, Neb.; WBYN New York, N. Y.; WVET Rochester, N. Y.; WTIK Durham, N. C.; WSAT Salisbury, N. C.; WDOK Cleveland, Ohio; KWSH Seminole, Okla.; WIKK Erie, Pa.; WDKD Kingstree, S. C.; WDXI Jackson, Tenn.; WMAK Nashville, Tenn.; KIOX Bay City, Tex.; KINE Kingsville, Tex.; KCOR San Antonio, Tex.; KPOW Powell, Wyo.; KVRS Rock Springs, Wyo.; WLYN-FM Lynn, Mass.

APPLICATION RETURNED

KRLC Lewiston, Idaho—RETURNED application for license renewal.

August 21 Decisions . . .

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

WIKC Bogalusa, La.—Granted petition for dismissal without prejudice of application for CP.

WVOP Vidalia, Ga.—Granted petition for acceptance of late appearance in proceeding upon application for CP.

WDZ Decatur, Ill.—Granted petition for extension of time to Sept. 20 in which to file exceptions to initial decision re application for mod. CP and that of Afro-American Bcstg. System, Inc., Hopkins Park, Ill. for CP.

Willamette Bcstg. Corp., Eugene, Ore. and Coast Fork Bcstg. Co., Cottage Grove, Ore.—Granted petition of Willamette for dismissal without prejudice of application; on Commission's own motion, removed from hearing docket application of Coast Fork Bcstg. Co.

Chief, Broadcast Bureau — Granted petition for extension of time to Aug. 27 in which to file exceptions to initial decision re application of The Court House Bcstg. Co., Washington Court House, Ohio.

By Hearing Examiner Leo Resnick

WPAW Pawtucket, R. I. — Granted petition for leave to amend application by modifying engineering report to include new measurements of signal of WPAW in directions of WGAN and CFNB and requesting that four-day rule be waived and immediate action be taken on petition.

WNPT Tuscaloosa, Ala.—Granted petition for leave to amend application so as to request a station at Northport instead of Tuscaloosa, for waiver of Sec. 1.745 of Commission's rules, and for removal of application, as amended, from hearing docket.

By Hearing Examiner H. B. Hutchison

WOKY Greenfield, Wis.—Granted petition for continuance of hearing in application from Aug. 20 to Oct. 2.

NON-EXCLUSIVE patent licenses granted to Diamond Power Specialty Corp. by three IT&T U. S. affiliates—Capehart-Farnsworth Corp., Federal Telephone & Radio Corp., International Standard Electric Corp. of New York—for manufacture and sale of industrial television, telemetering and facsimile equipment.

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n Washington.

By Hearing Examiner J. D. Bond

WOL Washington, D. C. — Granted petition for continuance of hearing in proceeding upon application from Aug. 28 to Oct. 30 in Washington.

WTVB Coldwater, Mich. — Granted petition for continuance of hearing re its application from Aug. 22, to a date to be fixed by subsequent order.

By Hearing Examiner Elizabeth C. Smith

KCNI Broken Bow, Neb.—Granted motion for continuance of hearing re its application and that of Grand Island Bcstg. Co., Grand Island, Neb. from Aug. 23 to Oct. 1 in Washington.

August 21 Applications . . .

ACCEPTED FOR FILING

License for CP

KWCB Searcy, Ark.—License for CP new AM station.

WBCA (FM) Schenectady, N. Y. — License for CP authorizing changes in FM station.

WRVC (FM) Norfolk, Va. — License for CP new FM station.

AM—920 kc

KGAL Lebanon, Ore. — RESUBMITTED application for CP to change from 930 kc 1 kw D to 920 kc 1 kw unl. DA-DN.

Modification of CP

KFUO-FM Clayton, Mo. — Mod. CP new FM station for extension of completion date.

WFSS (FM) Long Island, N. Y.—Mod. CP new FM station for extension of completion date.

FM—98.1 mc

KOZY (FM) Rapid City, S. D.—CP to change ERP to 25 kw, etc.

License Renewal

Following stations request license renewal: KVSF Santa Fe, N. M.; KRHD Duncan, Okla.; WDEM Providence, R. I.

APPLICATION RETURNED

WSMB New Orleans, La. — RETURNED application for license renewal.

August 22 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KMPC Los Angeles — Mod. CP, as mod., to increase power etc. for extension of completion date.

WDMJ Marquette, Mich.—Mod. CP, as mod., to change frequency etc. for extension of completion date.

WVOW Logan, W. Va.—Mod. CP, as mod., new AM station for extension of completion date.

KDYL-TV Salt Lake City, Utah—Mod. CP new TV station to change ERP from 3.7 kw vis. 2.3 kw aur. to 50 kw vis. 25 kw aur. etc.

AM—1340 kc

KSPO Spokane, Wash.—CP to change from 1230 kc to 1340 kc.

Modification of CP

WPTL (FM) Providence, R. I.—Mod. license to change ERP from 2.9 kw to 3.19 kw.

TV—Ch. 2

WJBK-TV Detroit, Mich. — CP new TV station AMENDED to change ERP from 100 kw vis. 50 kw aur. to 3 kw vis. 1.5 kw aur. etc.

TV—Ch. 4

KDYL-TV Salt Lake City, Utah—CP new TV station AMENDED to change ERP from 3.7 kw vis. 2.3 kw aur. to 3.03 kw vis. 1.9 kw aur. etc.

License Renewal

Following stations request renewal of license: WFMH East Cullman, Ala.; KTYL Mesa, Ariz.; KFKA Greeley, Col.; KUBC Montrose, Calif.; WNLK Norwalk, Conn.; KLWN Lawrence, Kan.; WGVM Greenville, Miss.; WRJW Picayune, Miss.; WONW Defiance, Ohio; WTIL Mayaguez, P. R.; WJAY Mullins, S. C.; KIHO Sioux Falls, S. D.; WNAH Nashville, Tenn.; KWHI Brenham, Tex.; KXYZ Houston, Tex.; KNAK Salt Lake City, Utah; WINA Charlottesville, Va.; KDTH-FM Dubuque, Iowa; WTRI (FM) Troy, N. Y.; WTRF-FM Bellaire, Ohio.

APPLICATION RETURNED

KOOK Billings, Mont.—RETURNED application for relinquishment of control permitee corporation.

(Continued on page 92)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesman

Salesman for local accounts. Draw and commission. Texas station. Box 623K, BROADCASTING.

Sales manager thoroughly experienced, proven producer, ready to mix in community life, needed for immediate opening at progressive Florida major network affiliate. Right figure for right man with starting account list. Send full details, compensation requirements, documented references air mail to Box 668K, BROADCASTING.

Experienced salesman for key spot in expanding California operation. Prefer man with program department background. Guaranteed minimum salary plus commission. Submit full history, photo, references. Box 697K, BROADCASTING.

Salesman with car. Rocky Mountain ABC affiliate, promotional, stable station. Permanent. Excellent opportunity. Send snapshot with full details in first letter to Box 758K, BROADCASTING.

Time salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Salesmen: 1000 watt independent. Single station market 14,000 population. Will guarantee up to $400 month plus commission for right man. Needed immediately. Write Bud Weir, KJCK, Junction City, Kansas.

Salesman-announcer wanted for independent station. Good proposition for right man. Send disc, full details, first letter to R. L. Fowler, WGAT, Utica, N. Y.

Salesman wanted by progressive New England radio station. Guaranteed salary to start. Commission. Write Manager, WIDE, Biddeford, Maine.

Salesman wanted—1 kw. Independent station. $70.00 draw, 15% commission. Write or call WKRT, Cortland, N. Y.

Experienced salesman not afraid of tough competition. Progressive 1000 watt independent. Draw against 15% commission. Write, wire or call Buddy E. Starcher, WMBM, Miami Beach, Fla.

I have requests for good salesmen from stations throughout the U. S. A. If you have a good personal and sales record and wish to advance yourself, send complete information and photo to the Fred A. Palmer Co., Worthington, Ohio.

Announcers

Wanted. Two announcers for northern Michigan station. At least one year experience. Send letter, disc and starting salary requirement. Box 503K, BROADCASTING.

Eastern New York station expanding staff, needs disc jockey-news reporter. Must be versatile. Box 560K, BROADCASTING.

Opening in Minnesota station for announcer interested in selling time. Must have car. Good deal for right man. Box 701K, BROADCASTING.

Staff announcer. School graduates considered. Send disc with more than news. Flexibility foremost requirement. Letter and recent snapshot. Box 703K, BROADCASTING.

Southern 1 kw. Liberty affiliate. Community of 30,000 wants staff man who can read. Probably $50. Photo must accompany disc or tape including news, spot samples. Box 734K, BROADCASTING.

Network station in progressive southern town wants morning man with first phone. 50 hours, $75.00 plus sales commission if he wants to employ himself afternoons. Address Box 754K, BROADCASTING.

Immediate opening for combination announcer-engineer with Rocky Mountain network affiliate. Ideal working conditions, station splendidly equipped. Permanent position. **Wonderful climate** and outdoor paradise. Small but congenial staff. **Send full details to Box** 755K, BROADCASTING.

Help Wanted (Cont'd)

High hourly pay, plenty of overtime and talent for good combination man for progressive Arkansas ABC affiliate. Also need top small market salesman who can announce to take charge of two remote studios on 25% commission with bonus, guarantee and draw. Good man can earn above $150.00 weekly. Wire reply. Box 756K, BROADCASTING.

Announcer-salesman with car. Wyoming ABC affiliate. Picture and disc required with application letter giving all information. Write Box 759K, BROADCASTING.

Wanted: Announcer-engineer for early morning shift, who can really put across early morning programs. Hours of work will average around 44 hours weekly. This is an excellent opportunity for the right man. Salary is dependent entirely upon ability. Radio Station KBRL, Box 342, McCook, Nebraska.

Immediate opening for staff announcer, KBWD, Brownwood, Texas.

Announcer-engineer, combination man for a progressive network station in one of Texas' most ideal communities. Send all information, recent snapshot and disc. KHIT, Lampasas.

Announcer-engineer. Starting salary $70.00 week with increases to follow determined by ability. Send disc. Salesman also wanted. KLIC, Monroe, Louisiana, dial 3-4617.

Immediate opening, experiencd announcer with first telephone ticket, $280 per month start. Elk hunting sports area. Air mail photo and disc KPRK, Livingston, Montana.

Network station wants combination announcer-engineer. Emphasis on announcing. Must hold first class ticket. Wire or air mail complete details of experience and minimum acceptable starting salary. Advancement definitely promised for right man. Ted Nelson, KVER, Albuquerque, New Mexico.

Fulltime network affiliate has immediate opening for ambitious, sober staff announcer. Salary commensurate with ability and experience. Send audition, references, qualifications first letter. Ticket an asset but not required. KXAR, Hope, Arkansas.

Wanted: announcer from North or South Carolina or Virginia for regular staff announcing to start around first of September. Contact Allen Wannamaker, WGTM, Wilson, N. C.

Wanted by southeastern network affiliate. Capable announcer for news and general staff duties. No floaters. Attractive salary and ideal working conditions. WHMA, Anniston, Alabama.

Announcer with first class license, will consider inexperienced man having training and ability. WIKC, Bogalusa, Louisiana.

Experienced staff announcer, for successful independent. Must have friendly delivery and ability to deliver punch copy. Send full details, including salary requirements and audition disc to J. Sill, WMIL, Milwaukee.

Announcer-engineer combo wanted. WMTE, Manistee, Michigan. New station, good hours, good pay. Write or call Jack Powell.

Farm director. Conversational style. Farm background. $75-$90 weekly depending on man. Send audition, photo, letter, WVOT, Wilson, N. C.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Announcer-engineer, 1st class license. Good starting salary depending experience and ability. Excellent future. Rush tape or disc and details to Wm. Carman, Alvarado Best. Co., Albuquerque, N. M.

Help Wanted (Cont'd)

Technical

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Engineer. 1st ticket, experience unnecessary. State minimum salary and all other details in letter. Box 704K, BROADCASTING.

Have immediate opening for one engineer-announcer and one engineer. Both first class tickets. Wonderful working conditions. Health insurance, vacation, opportunity for advancement. Friendly little western town in the Indian country. Only conscientious steady men answer. Experience not necessary but would help a lot. O yes, durn good pay. Send references, audition, etc., in first letter. Box 710K, BROADCASTING.

Transmitter operator, mid-September opening. Must have first phone. Experience unnecessary but prefer man with amateur or servicing background. Box 715K, BROADCASTING.

First class operator in upstate New York. Good wages. Write Box 729K, BROADCASTING.

Immediate opening for engineer first class. Experience not necessary. Starting salary $58.50, 48 hours. Box 738K, BROADCASTING.

Overseas — Broadcast engineer with managerial experience. Must speak and write fluent Portuguese. Excellent salary plus subsistence allowance. One-year renewable contract with private firm. Box 742K, BROADCASTING.

Immediate opening for combination operator-announcer with first class license. Audition disc is required. Good salary in western network affiliate. Box 753K, BROADCASTING.

Wanted, any combination of engineer, announcer, script writer and salesman, KCNI, Broken Bow, Nebr.

Everybody leaves this station, eventually, for a better job. That's because we teach radio. We need two combination engineers - announcers. $60.00 weekly plus hospitalization. 45 hours in a community broadcasting job. KDRS, Paragould, Ark.

Engineer or combo. 1000 watt independent. Will pay up to $350 a month for right man. Needed immediately. Write Bud Weir, KJCK, Junction City, Kansas.

Chief engineer, at least three years experience, some announcing. Good paying position for person willing accept responsibility. Send complete details, references, photo. Manager, KSIB, Creston, Iowa.

Engineer, first class license. Immediate opening. WEAV, Plattsburg, N. Y.

Southeastern network station wants experienced first class operator with car, capable of maintenance and recording as well as transmitter watch. Computation not swollen by long hours. 40 hour week with time-and-a-half for occasional overtime. Permanent job replacing man gone to TV after five years our staff. Write, wire or phone Bill Atkinson, WGBA, Columbus, Georgia.

Need engineer now. Prefer combination man. Permanent. WGGA, Gainesville, Georgia.

Immediate opening for experienced engineer with first class ticket. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Engineer, first class license. Experience not necessary. Basic ABC station, central New York state. Contact T. L. Brown, WGVA, Geneva, New York.

Help Wanted (Cont'd)

Immediate opening for first class ticket at FM station. Experience not necessary, but car required. WHDL-FM, Olean, New York.

Five kilowatt network station wants engineer with first class license for studio-transmitter watch. Some tape recording and maintenance. 40-hour 6-day week. Experience not necessary, car essential. Contact Frank A. Jenne, Radio Station WJMX, Florence, South Carolina.

Transmitter engineer with car wanted. Regional ABC station. Contact Harold White, WKTY, La Crosse, Wisconsin.

Combination man wanted, first class ticket required, some announcing experience. Sober, reliable, steady workers needed, no drifters. Contact Ed Damron, WPKE, Pikeville, Kentucky. All applicants considered.

Wanted—transmitter operator for local Mutual station. $55 for 44 hours. Raise to $60 if satisfactory. WSIP, Paintsville, Ky.

Production-Programming, Other

News director, able to take full charge of a live wire news room in a leading 5000 watt, north-central network affiliate. Must be a topflight newscaster, thoroughly experienced in local reporting, editing wire copy and be able to direct other news personnel. Reply in confidence, giving detailed previous experience, salaries, when available and attach small photograph. Box 413K, BROADCASTING.

Woman copywriter. Southwest. Send audition disc, copy and recent photo. Box 672K, BROADCASTING.

Experienced secretary - copywriter Western Pennsylvania independent. Position opening in September. Please send full details, photo, copy samples and salary required. Box 673K, BROADCASTING.

Creative commercial writer (male or female) with emphasis on TV/radio ideas. Qualified to head TV/radio writing group for 4A St. Louis agency. Send background material, salary expected. Box 757K, BROADCASTING.

5000-watt ABC station desires experienced traffic manager. Excellent future for right person. Address Program Manager, WGH, Norfolk, Virginia.

Situations Wanted

Managerial

Experienced executive, former NAB official, twenty years operating, administrative and legal background, past nine years in Washington, available for capital connection or assignment, limited travel. Own Chevy Chase home, extensive civic, club and government affiliations. Present connection, $25,000 per year, now requires too long absence from home. Will consider less. Can make change on thirty to sixty days notice. Write Box 556K, BROADCASTING.

Commercial manager of top 5000 watt station wants permanent sales opportunity in NYC market this fall. Exceptional record in sales and management. Married, college graduate, veteran. Present owners know of this ad. If interested, don't put this off. Box 650K, BROADCASTING.

Station or sales manager available. Thorough knowledge of all station operations. Long experience, efficient management, sales and public relations. College graduate, family, extremely reliable. Box 680K, BROADCASTING.

Manager-salesman, prefer southwest. 15 years sales, promotion, both radio newspaper. Now employed commercial manager, Mutual outlet. Married, aggressive, civic minded, college graduate. Know management, personnel, promotion. Box 718K, BROADCASTING.

Want the best manager available? Level-headed program director-commercial manager knows the business. Requires authority, permanency, living wage. Present employer approves. Replies answered. Box 732K, BROADCASTING.

Sales manager, very successful record with good midwest stations. Best references. Valid reason for change. Box 761K, BROADCASTING.

XUM

Situations Wanted (Cont'd)

...king for a real opportunity with ...tion, agency or rep. Job must have ...ety of activity. 22 years radio, news-...er, public relations, advertising. 18 ...rs all phases of broadcasting, net-...k production; overall programming. ... Outstanding record in publicity, ...motion for 1 of nation's biggest, ... successful radio-TV operations. ...tion owners: even though you've ...en in radio for years, if you think ... business is a plaything, or that you ... operate as you did 10—or even 5— ...rs ago, please don't answer this ad! ...x 720K, BROADCASTING.

...ure family man desires manage-...ent-sales on station in Carolinas, ...rgia or Florida. 10 years experience ... good record. Hard worker and ...er. Employed but desire change ... personal reasons. Box 751K, ...ROADCASTING.

...nager small radio station desires ...nge, southern Oregon, northern ...lifornia or Arizona preferred. Any ...ation paying living wage and offer ... advancement. Two weeks trial ...iod during coming vacation. Box ...K, BROADCASTING.

...ger-sales manager, 20 years news-...per-radio management, sales, pro-...amming, continuity experience. Ma-...re, responsible, aggressive. Commu-...ity minded, excellent record. Family ... college graduate. Desire change ...r excellent personal reasons. Now em-...oyed sales manager, KOEL, 500 watt ...rty affiliate, Oelwein, Iowa. Go ...ywhere, available interview. Salary-...commission basis. Experience opening ...w stations. Gene Callahan, 37 Sec-... Avenue, S. E., Oelwein, Iowa. ...one 8441J.

Salesmen

...ven years NBC sales, local, spot net-..., excellent record, best references. ...rently employed. Considering leav-... New York City for anywhere in ...a. Box 744K, BROADCASTING.

Announcers

...-by-play football, basketball, base-... Five years experience. Never ...out sponsor, seek sports station. ...st in programming, production, an-...cing. Box 551K, BROADCASTING.

...perienced sportscaster, available on ... weeks notice to station now em-...yed. Desiring position to do foot-..., basketball, baseball. Three years ...perience. Married vet with university ...ee. Will send audition tape on re-...st. Please include terms. Box 567K, ...ROADCASTING.

...rts announcer, 52 months extensive ...-by-play experience, handling more ... 1000 events, including Big Ten ... pro basketball, prep football, ...or league baseball, Golden Gloves ... pro boxing. Married, 28, draft ex-..., seeking better market. If you do ...-round play-by-play, give a listen ... sincerely wrapped up in his ...k. Employed. Box 576K, BROAD-...TING.

...ing job as announcer — Negro. ...ed Radio City, college background. ...ng on DJ, commercials, news. Clean ... pleasing voice, can write commer-... copy. Disc available. Box 598K, ...ROADCASTING.

...ouncer. Five years all phases. Now ... $80. Box 604K, BROADCASTING.

...rtscaster: Play-by-play Big Ten and ... basketball and football, class A ...seball; college trained; presently em-...yed 1000 watt station sports director, ...urs experience, married. Box 620K, ...ROADCASTING.

...perienced announcer-engineer-sales-.... Desire permanent position with ...ure at aggressive station. Family, ... Box 675K, BROADCASTING.

...ilable Sept. 1. Announcer, four ... experience. General staff, base-... and football, special events, former ...gram director and promotional man-... Operate board, draft exempt, ...ried. Box 679K, BROADCASTING.

...ter than average announcer seeks ...e than average job. Box 691K, ...ROADCASTING.

...ouncer, single, draft exempt, col-... graduate. Operates console, ex-...ence in all phases. Available im-...diately. Disc, photo. Box 693K, ...ROADCASTING.

Situations Wanted (Cont'd)

College grad., 25, seeks first announcing job, any location. Courses in announcing, copywriting, newswriting. Short on experience, long on talent, ideas. Disc, photo. Box 699K, BROADCASTING.

Announcer. Writing and musical ability. Seeks position with progressive station. Box 700K, BROADCASTING.

Presently employed by one of Cincinnati's top stations. Plenty of straight, DJ and news shows. Capable DJ, like early morning. 4 years—married. Consider anywhere, answer all replies. Available September. Box 705K, BROADCASTING.

Announcer: Play-by-play hockey and baseball, also special events and news. Comedy morning or evening show. 4 years Canadian radio. Have visa. Now staffing at a dead-end. Want position with future. Box 708K, BROADCASTING.

Announcer-newscaster-disc jockey. Inexperienced. Recent Radio City graduate. Trained all phases. Ambitious, seeks opportunity. Box 709K, BROADCASTING.

All-round announcer. Best on news. Three and one-half years experience. Box 719K, BROADCASTING.

Experienced announcer-engineer, heavy on news, classics and commercials. Presently employed at kilowatt. Interested in any good proposition on the west coast. Home is there. Write Box 721K, BROADCASTING.

3 years experience. Most phases. Net independent. Carolinas preferred. Salary open. Box 728K, BROADCASTING.

Announcer, one year experience, folk, popular, disc jockey, news, operate board. South or west. Box 730K, BROADCASTING.

Announcer-engineer, former reservist returned to permanent civilian duty desires position as combo man or engineer in New England area. One year experience, 1st phone, draft exempt. Box 737K, BROADCASTING.

Twenty seven, family man, deep voice and strong on news. Box 739K, BROADCASTING.

Announcer, would like position with progressive station in midwest. Now working for station in large metropolitan area. Five years experience in all phases of broadcasting. Deep mature voice. Married, one child, draft exempt. Age 30. Box 740K, BROADCASTING.

Experienced announcer, copywriter. Work board. Specialty: news, classics. Sixty minimum. Box 743K, BROADCASTING.

Here's a radio man who wants to stay a radio man! Have you a morning show for an experienced morning man? Married. Draft exempt. Friendly in style. Strong on news. Convincing on commercials. Announcing seven years. Currently earning ninety. Need month notice. Box 749K, BROADCASTING.

Announcer, flair for programming, production, seven years experience, family, college, permanency. Box 760K, BROADCASTING.

Announcer: Experienced, 3½ years, prefer disc jockey, also news commercials. Single, 25, prefer middle west. Tape on request. State salary. Box 762K, BROADCASTING.

Available September. Three years experience major market indie. announcer-operator, news, sports, heavy on DJ. Vet, 25, married, college grad, draft exempt. Excellent references. Desire position progressive station. Box 764K BROADCASTING.

Attention PDs: Announcer, graduate School Radio Technique. Married, draft exempt. Familiar all phases radio, TV. Topnotch news, DJ. Prefer midwest but will travel. Write, wire, call collect: David Alter, 4147 Archer Ave., Chicago, LAfayette 3-1151.

Announcing team. Also write, produce, direct. Work best together. DJ, sports, news, comedy. Write Ellis & Sweeney, Room 253, NBC, 30 Rockefeller Plaza, New York City.

Announcer-copywriter. Ambitious. Degree in speech. Limited experience. 26, vet., draft exempt, control board. Steven Gray, c/o Graff, 725 F. D. R. Drive, New York 9, N. Y. OR. 7-8693.

Situations Wanted (Cont'd)

Announcer-salesman: Responsible, fully trained S. R. T. Radio-TV graduate. Capable of any job in radio or TV, desires first break either medium. Ambitious, reliable, 24, vet, good appearance, car, will travel. Highest references. Eli Shabott, 1935-64th Street, Brooklyn 4, N. Y., Cloverdale 6-5653.

Announcer, advertising experience. Graduate leading radio school. Draft exempt. Single, 24. Best references. Mel-Wayne, 1257 North Springfield Avenue, Chicago. Phone SPaulding 2-9663.

Technical

Engineer, degree, license, 15 years experience chief, combo. Box 652K, BROADCASTING.

Engineer, first class, 3½ years experience AM, FM, draft exempt, married, wants permanent position in northeast. Can be available October 1. Box 690K, BROADCASTING.

Drifters your distress? I've held present position 3 years, but desire change for advancement. 4½ years AM transmitter thru 5 kilowatts directional. Remotes, recording, maintenance. Southeast, preferably mountains. $75 minimum. Box 694K, BROADCASTING.

First phone, 13 months engineer, draft bait, had no announcing, would like to try, no disc, prefer studio, be married. Box 695K, BROADCASTING.

First phone operator wishes location in California. Married, car, veteran. 15 years in radio maintenance. Ambitious. Permanency desired. Now employed. Box 696K, BROADCASTING.

Experienced chief engineer desires chief of small station or engineer in larger station. Prefer Kentucky, Tennessee or bordering states. Married, family. Box 702K, BROADCASTING.

Transmitter engineer would like to make change in near future. Nine months experience. References. Box 725K, BROADCASTING.

First class licensed engineer for combo position. Draft exempt. Recent graduate, willing to travel. Box 727K, BROADCASTING.

Good voice quality. First phone, strong on commercials, minimum $65.00 weekly. Box 303, McCook, Nebraska, or phone 1055W.

1st class operator. Excellent technician with experience and car. Available September 7 plus travel to anywhere. Box 695, Butler, Penna. Phone 23002.

Production-Programming, Others

Male copywriter, traffic, experienced, want to settle down with aggressive station. Good background, samples, data. Box 692K, BROADCASTING.

Situations Wanted (Cont'd)

Newsman who does a conscientious job in gathering, writing and newscasting. Want to be granted a chance to prove that I've got talent that would be a credit to any station! 26-year-old, unmarried, infantry veteran and a university graduate who majored in radio-journalism. My feet are on the ground, my judgment is good and I'm currently employed. Prefer to visit you, but will send all information if you could use a topnotch man. Box 706K, BROADCASTING.

I'm young, hard working, draft exempt, experienced copywriter. Want copywriting job. Will send sample copy on request. Box 717K, BROADCASTING.

Newscaster looking for a station that airs well-written news copy. I can do a first class job at gathering, writing with clarity and simplicity and news announcing. If you need a capable and enthusiastic newsman, I'll travel for interview or send details. Offer must be $80 weekly to start. Currently employed. Box 707K, BROADCASTING.

I am a radio man, write and produce selling shows. 7 years all types of programs, can double in any capacity. Top staff man. Top references, available now. Box 731K, BROADCASTING.

I can make you the top station. PD, 1 kw net, wants more opportunity, present employer approves. Must have authority, good pay, permanency, prospects. Inquiries answered. Box 733K, BROADCASTING.

Program director, experienced in all phases of writing, producing, selling. Net and indies. Sober, reliable, versatile, top hillbilly DJ morning man, sports. Family man. Desires change due to school conditions. Available two weeks notice. Box 736K, BROADCASTING.

Capable woman commentator experienced in program, selling, public relations, broadcasting. Has sold successfully national and local accounts. Prefers west but will discuss any location. Box 746K, BROADCASTING.

Program director, copywriter, sports and news announcer. Desire change, prefer midwest. Excellent voice, college graduate. Veteran. Family. Will appear in person. Employed. Conscientious worker. Box 750K, BROADCASTING.

Young woman, single, experienced receptionist and typist, desires position in continuity, traffic, or as receptionist and organist with progressive radio station. In addition to my office experience and ability, I am an experienced entertainer, accomplished organist and pianist. Have my own Hammond organ available with my services. My programs will build your listening audience. Available now. All suitable offers given serious consideration. Write Box 763K, BROADCASTING.

FOR SALE — FM EQUIP.

1—RCA BTF 10B transmitter.

1—WE Co. "Cloverleaf" Ant.

1—Workshop Assoc. FMT-1 Ant.

1—Hewlett-Packard 335B
Modulation and Freq. Mon

10 kw amp, "Cloverleaf" Ant.
new, other equip.—1500 hours.

CONTACT:

WHB

Kansas City, Mo.

Att: Chief Eng.

XUM

Situations Wanted (Cont'd)

Radio-TV program production assistant. 24, college, degree, agency background. Box 716K, BROADCASTING.

News editor. Three years experience writing own world, local, sports shows. Experienced local coverage, special events, play-by-play. MS radio journalism Northwestern. Marine veteran —25. Fletcher Latta, Phi Gamma Delta, NU, Evanston, Ill.

Television

Salesmen

Executive type salesman, middle aged, successful in newspaper, radio and theatre screen advertising-selling, desires to affiliate with television station, selling television time on commission basis. Box 726K, BROADCASTING • *TELECASTING.*

Announcers

Attention owners of television stations. What is your offer for a clean humorist comparable to Arthur Godfrey? Can prove my statement! Box 745K, BROADCASTING • *TELECASTING.*

Production-Programming, Others

TV newsreel camerman available for studio or newsreel assignment. Box 724K, BROADCASTING • *TELECASTING.*

For Sale

Stations

Established (1000 watt) daytime station in rapidly developing area in central Massachusetts. Owner has other interests which demand his attention. Priced right to sell. Box 483K, BROADCASTING.

30% return, eastern ¼ kw, TV fringe single station market, no strong paper, $125,000. Box 712K, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

For sale or trade, channel two or three bay bat wing antenna type TF-3A will sell or trade for channel three five bay bat wing antenna. Immediate delivery. Box 398K, BROADCASTING.

Raytheon RA-250 transmitter, like new condition. 2 sets tubes, 2 crystals—holders. 1400 kc. Crated. $2,000.00 cash. Box 526K, BROADCASTING.

Rel. 10 kw FM transmitter. Includes driver unit power supply and amplifier. Perfect condition. Never been used. Make best offer. This is a real bargain! Box 698K, BROADCASTING.

Reverberation time meter, like new condition. Priced at $185.00 for quick sale. Box 714K, BROADCASTING.

For sale, 10 kw FM transmitter, RCA type BTF 10B, 3 years old with only 12,000 actual operating hours. Excellent condition. Available on as-is basis. $20,000. Price includes some spare parts and required number of spare tubes. Also at substantially reduced price, all necessary auxiliary FM transmitting items, including antenna, transmission line and frequency and modulation monitor. Operating frequency 96.5 mc. Contact Box 748K, BROADCASTING.

For Sale (Cont'd)

Three complete RMC reproducer groups, with universal heads, extra head included all for $100.00. Also Brush tape recorder, BK 403, in excellent condition, also $100.00. Write Box 741K, BROADCASTING.

For sale, Gates 250A, 250 watt transmitter with 1490 kcs crystals. Contact Eli Daniels, KDSJ, Deadwood, So. Dakota.

Webster wire recorder, complete with six spools. Good condition. Excellent for interviews, only $50.00. Station WLOW, Norfolk, Virginia.

General Radio RF bridge type 916-A. Perfect condition. Reasonable. W. D. Powers, 429 E. 20 St., Anniston, Alabama.

Wanted To Buy

Stations

Two experienced broadcasters will pay up to $80,000 cash profitable network station west or southwest. Confidential. Box 711K, BROADCASTING.

Owner-operator will purchase regional or local network station. West, southwest preferred. Box 713K, BROADCASTING.

Equipment, etc.

Used four-bay side-mount FM antenna. Prefer Andrews or Collins. Wire KITE, San Antonio, specify frequency.

Wanted to buy Gates SA 40 console in good condition. Contact Chief Engineer, WCMW, Canton, Ohio.

Am constructing one kw station. Need all equipment, write Rose M. Kirby, WROS, Scottsboro, Alabama.

Wanted: Equipment. Antenna tuning unit, less meters, for 920 K. C. one kilowatt transmitter feeding into series fed antenna. WWWR, Russellville, Alabama.

Complete FM 3 kw outfit less tower. J. I. Sims, Orangeburg, S. C.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc.; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

Situations Wanted

Managerial

IS YOUR STATION'S FUTURE SECURE?
Save as much as $10,000 on operational costs! Creator of new, station-tested, mechanical radio operation, looking for tough managerial assignment.
WRITE FOR SUCCESS STORY TODAY!
Box 723K, BROADCASTING

Situations Wanted (Cont'd)

Announcers

MORNING DISKER
Well-known in East Coast trade circles . . . successful in highly competitive metropolitan markets.
WANTS
Morning show and Production Directorship of medium Indie in West. I want relatively free hand and small budget to develop and sell commercially-sound ideas. Offer must match my present $10,000 in high-cost-index area. Write or wire Box 722K, BROADCASTING.

Help Wanted

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.

BOX 450K, BROADCASTING

For Sale

Stations

ONLY STATION in western industrial town of 12,000. Out of town owners have too many interests. Good opportunity at $40,000, part cash, balance monthly.
Box 735K, BROADCASTING

Equipment etc.

for sale

One GE STL—in satisfactory operation for two years over span of thirty-two miles.
BT-9-A 10 watt transmitter, complete with tubes and two crystals, 940.5 megs.
One BR-5-A receiver, complete with tubes and two crystals, including FA-38-A panel.
Two 6 foot parabolic reflectors and Dipole antennae, brackets and fittings.
200 foot RG-18-U cable in two lengths with fittings.

BOX 616K,
BROADCASTING

TOWER FOR SALE:
Erected 411 ft. self-supporting Truscon Type D 30 tower. Designed to resist 30 pound wind pressure in accordance with specifications of Radio-Television Manufacturers Association. Tower located near District of Columbia. Can be dismantled or sold with 8½ acres of ground. Box 747K, BROADCASTING.

Wanted to Buy

Equipment etc.

WANTED
To Buy
LANGEVIN TYPE 119-A PROGAR Audio Amplifier. Must be in good shape with all tubes. Write Care of Chief Engineer, Radio Station WCHS, Charleston 24, W. Va. giving price and all details.

Employment Service

EXECUTIVE PLACEMENT SERVICE
Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.
HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

Schools

SRT-TV SRT-TV SRT-TV
SRT-Radio
AMERICA'S OLDEST BROADCASTING SCHOOL
Intensive full or part time
COURSES
ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING
Outstanding Faculty of Network Professionals
Co-Educational • Day or Evening
Small Classes
Approved for Veterans
Write for Prospectus
School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois
SRT-TV SRT-TV SRT-TV

Lou Webb

FUNERAL services were conducted Friday morning in Chicago for Lou Webb, 51, staff organist at NBC Chicago for the past 13 years, who died Tuesday at work as a result of a heart attack. He started on his own program of organ music on NBC many years, and was heard on many shows, including *Vic and Sade, Road of Life* and *Hawkins Falls, Pop. 6200.* Mr. Webb operated his own College of Modern Music in Chicago, and remained as director of the organ school after the college was purchased by the Midwestern Conservatory of Music. Surviving are his widow, Bertha, a son, and a daughter.

DETAILED study has been made by Canadian Assn. of Broadcasters of facilities of member stations regarding playback and recording equipment. Survey covers every type of recording facility at each station and what mobile equipment is available.

SINGLE STATION MARKET OPPORTUNITY
$80,000.00

The only station in a very attractive midwest city of more than 30,000 having retail sales in excess of $40,000,000.00. Excellent equipment, good installation, well programmed with large listening audience.
This is an outstanding opportunity for one or two good partners who can qualify and make a down payment of $30,000.00.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

Rate Cut Resentment

(Continued from page 23)

active members, the association should do something, Mr. Allen said. Mr. Fellows replied that since he had been asked for counsel, he felt the association should not call NBC names but might act on a more general type of resolution.

"It's time to educate the networks on the value of radio advertising," Mr. Brown said. "I feel we should take action. Anything that cheapens radio cheapens all stations. The purpose of an association should be to protect our interests."

Mr. Kobak drew applause when he wound up the debate with the reminder that "It's been a long time since we had a president who could talk our language."

The idea of using radio to sell radio, Mr. Fellows said in his formal address, will be put into operation early next year. The plan will be based on a series of 15-minute transcriptions. Each will contain a key talk or interview about radio and feature top names in government, business and broadcasting.

Placing the facts about radio before the people, records will bring voices of such officials as FCC Chairman Wayne Coy, Sen. Edwin Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, and others of high stature. At least one recording will be provided a month, at first. They will be designed for use on stations and before local groups.

Each record will have on the reverse side four or five announcements directed toward promotion of radio listening. Voices would be those of top radio stars and radio officials along with agency and advertiser speakers.

Cost for the first year will be $24 for 12 releases.

Government Activities

New publication services starting in September will include "government highlights," carrying actions of federal agencies and giving full details on legislation. Both radio and TV, national and local, will be covered.

Radio and TV management letters, each to be issued every other week, will be interpretive, Mr. Fellows said, and contain background information.

He mentioned other association services, including a proposed group insurance plan designed to save money for stations at the community level. A new project will be a library showing radio service to mankind, a running account of public service.

Mr. Fellows voiced gratification that NARTB membership is on the upturn. He said radio needs confidence of those who direct its affairs. Out of that confidence, he said, "will grow a new, burning desire to make radio an even greater instrumentality than it has proved itself to be. This is a challenge—the beginning of a new era in broadcasting that demands the careful, serious, thoughtful attention of every man and woman who has made radio his profession, or anticipates doing so.

AROUND luncheon table at Roanoke BMI Clinic (l to r): Jack Weldon, WWOD Lynchburg; E. S. Whitlock, WRNL Richmond; Ted Austin, WANT Richmond; Frank Spaulding, Geneva Martin, WCYB Bristol, Va.

Plans to set up new headquarters "welcome mat" facilities for use by members when they are in Washington were described. It will provide phone and secreterial service as well as hotel reservations and other facilities. Mr. Fellows urged members to make NARTB's offices their Washington headquarters.

Kirby Asks Support

A feature of the Thursday afternoon meeting was a plea for NARTB cooperation in the defense effort. Col. Edward M. Kirby, heading Army radio-TV activities, asked broadcasters and telecasters to do their part to develop respect for the uniform and take part in community activities for servicemen at nearby bases. He gave a brief analysis of the Korean crisis and the overall world situation. Lt. Dick Hodgson, radio-TV director of the Marines, took part in the meeting.

NARTB headquarters representatives who took part in the Roanoke meeting included, besides President Fellows, Richard P. Doherty, employe-employer relations director, who spoke Friday morning (separate story page 27); Robert K. Richards, public affairs director; Ralph W. Hardy, government relations director; Charles Tower, assistant employer relations director; John F. Hardesty and William Treynor, station relations director and assistant director, and Florence Mitchell, secretary to Mr. Fellows.

Opening the meeting Thursday morning, Director Essex presented Lt. Gov. L. Preston Collins of Virginia, president of WMED Marion, who formally welcomed the delegates. Lt. Gov. Collins was introduced by Robert C. Wolfenden, WMED manager. He called on broadcasters to use their influence to combat threats to freedom of speech, declaring that freedom has made possible America's growth.

Named to the resolutions committee: C. Wallace Martin, WMSC Columbia, S. C., chairman; Charles P. Blackley, WTON Staunton Va.; E. J. Gluck, WSOC Charlotte, N. C.; Ray Jordan, WDEJ Roanoke; and Walter J. Brown, WORD Spartanburg, S. C.

Carl Haverlin, BMI president, described BMI's current public relations program, including concert music packets for recorded programs and the BMI contest to stimulate young American composers. He said the Virginia Assn. of Broadcasters board had recommended adoption of the awards contest to its members.

Robert K. Richards, NARTB public affairs director, reported to membership on "Your New NARTB." Using a black-magic board he charted all association departmental activities in detail. Referring to the relatively new Station Dept., he said John F. Hardesty and William Treynor, director and assistant director, had called on 630 members in 226 cities and 21 states since last November.

Ralph W. Hardy, NARTB government relations director, called on all broadcasters to keep in close touch with NARTB headquarters on national and local government activities. He declared 57 bills now pending in Congress directly affect broadcasting. Five NARTB officials are now registered as lobbyists, he explained, including Justin Miller, board chairman and general counsel; President Fellows, himself; Vincent Wasilewski, attorney, and Thad Brown, TV director.

Jack Weldon, WWOD Lynchburg, Va., presided at a morning session on newscasts, with Mr. Richards and Oliver Gramling, Associated Press, as speakers.

Mr. Richards, talking on use of local news as the answer to competition for audience attention, submitted results of an NARTB survey showing that 7% of station time is devoted to locally originated newscasts compared to 30% in metropolitan newspapers and 60% in small-city or rural papers.

Only 34% of the hundred stations taking part in the survey have fulltime newsmen. As to cost of handling station-originated newscasts, 45% said they cost relatively more than other types of programs with 17% saying they cost less and 38% about the same. However, he pointed out that sponsored news accounts for 10% of revenue from local advertisers and 3% from regional advertisers.

Breaking down station-originated news by program lengths, this study showed that 5% are short headline programs, 36% five-minute programs; 11% 10-minute, 47% 15-minute and 1% half-hour programs.

Local News

Half of the stations said they have some locally originated newscasts that contain nothing but local news, Mr. Richards said. In other cases local news is interspersed with national and international reports. Of stations with a fulltime news editor, 40% of editors report to the program director rather than the station manager.

The news program is the most salable on the air, he said, in concluding, "when it comes to news, there's no place like home."

Mr. Gramling narrated a slide film on the topic, "Your News and Its Revenue Potential." The film centered around the facilities and techniques used in gathering news

(Continued on page 92)

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Raleigh

WAY UP IN NORTH CAROLINA

Dee Finch - Gene Rayburn — Dec. 27739; Bell Tones—Mer. 5692; Champ Butler—Col. 39533.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH AUGUST 23

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,290	2,255	133		294	126
FM Stations	653	542	119	1*	9	3
TV Stations	107	87	22		431	171

* On the air.

* * *

Docket Actions . . .

INITIAL DECISION

WGEZ Beloit, Wis.—Hearing Examiner Hugh B. Hutchison issued initial decision favoring grant of application for modification of license to increase power from 100 w to 250 w on 1490 kc fulltime. Decision Aug. 21.

Bradbury Heights, Md.—Hearing Examiner Hugh B. Hutchison issued initial decision proposing denial of Chesapeake Bcstg. Co.'s application for a new AM station on 1540 kc with 1 kw daytime. Decision Aug. 23.

MEMORANDUM OPINION AND ORDER

Hamtramck, Mich.—Announced memorandum opinion and order denying petitions filed by Hamtramck Radio Corp. and Atlas Bcstg. Co. which were directed against FCC decision of June 12 denying their applications for new stations on 1440 kc with 500 w daytime only. Order Aug. 16.

Non-Docket Actions . . .

TRANSFER GRANTS

WHHM Memphis, Tenn.—Granted acquisition of control Mid-South Bcstg. Corp., licensee, by P. E. Furlow through purchase of 25% from George D. Wray Sr. for $25,000. Mr. Furlow previously owned 40%, now owns 65%. Granted Aug. 13.

WBIW Bedford, Ind.—Granted acquisition of control Radio Bedford Inc., licensee, by William C. Smith Jr. through purchase of 17.78% from Carl J. Finger for $3,200. Mr. Smith previously owned ⅓, now owns 51.1%. Granted Aug. 13.

WRAD Radford, Va. and WFAI Fayetteville, N. C. and WJWL-AM-FM Georgetown, Del.—Granted acquisition of control Rollins Bcstg. Inc., licensee, by John W. Rollins through transfer of ½ interest from Rollins Motors for $12,500 credit against compensations owned him. (Rollins Motors is owned 100% by Mr. Rollins.) Granted Aug. 13.

KWEW Hobbs, N. M.—Granted involuntary transfer of control KWEW Inc., licensee, from W. E. Whitmore, deceased, to Walter E. Whitmore Jr., executor of estate. Granted Aug. 13.

New Applications . . .

AM APPLICATIONS

Cornelia, Ga.—Habersham Bcstg. Co., 1450 kc, 250 w, fulltime; estimated construction cost $9,949; first year operating cost $24,000; first year revenue $36,000. Principals include Treasurer John W. Jacobs Jr. (20%), general manager WDUN Gainesville, Ga.; Chester I. Munson (20%), commercial manager WDUN; Harry Purvis (5%), vice president Chicopee Mfg. Corp.; Cleo Finley, trustee for Belk Gallant Co., (5%), and 31 other individuals and companies. Filed Aug. 17.

Hot Springs, Ark.—Resort Bcstg. Co. Inc., 590 kc, 1 kw, daytime; estimated cost $16,474; operating cost $35,000; revenue $60,000. Principals include Ishmael Alexander Cain (20%), owner Cain Drug Store; Ovid Luer Bayless (20%), pastor, Second Baptist Church; H. E. Williams (10%), president Southern Baptist College, Walnut Ridge, Ark.; Earl Hodges (10%), chief engineer KRLW Walnut Ridge; Thomas Haywood Smith (8%); David Meredith (4%), co-owner Meredith Motor Co.; Ovid Lyndal Bayless (4%), student; John Clinton Norman (4%), owner Norman Florist, Hot Springs. Filed Aug. 22.

Spartanburg, S. C.—Omar G. Hilton and Greeley N. Hilton d/b as Southern air Bcstg. Co., 1400 kc, 250 w, fulltime; estimated cost $10,000; operating cost $50,000; revenue $60,000. Applicants are brothers and 50% partners. They also own WBUY-AM-FM Lexington, N. C. (Contingent on grant of WORD Spartanburg request for 910 kc since WORD now operates on 1400 kc). Filed Aug. 22.

TV APPLICATIONS

Beaumont, Tex.—Beaumont Bcstg. Corp., Ch. 6 (82-88 mc), 100 kw visual, 50 kw aural, antenna 292 feet; estimated cost $280,220; operating cost $200,000; revenue $350,000. Applicant is licensee of KFDM Beaumont. Filed Aug. 20.

Hannibal, Mo.—The Courier-Post Pub. Co., Ch. 7 (174-180 mc), 47.5 kw visual, 23.75 kw aurial, antenna 634 feet; estimated cost $284,000; operating cost $96,000; revenue unknown. Applicant is licensee of KHMO Hannibal. Filed Aug. 20.

Allentown, Pa.—Associated Bcstrs. Inc., Ch. 39, 200 kw visual, 100 kw aurial, antenna 603 feet; estimated cost $328,000; unable to estimate operating cost and revenue. Applicant is licensee of WEST Easton, Pa., one of the Steinman Stations. Filed Aug. 17.

Minneapolis-St. Paul, Minn.—Upper Midwest Television Co., Ch. 9 (186-192 mc), 200 kw visual, 100 kw aural, antenna 500 feet; estimated cost $413,750; operating cost $150,000; revenue $350,000. Applicant is owned 72.3% by Cowles Bcstg. Co., licensee of WNAX Yankton, S. D., KRNT-AM-FM Des Moines, WCOP-AM-FM Boston. Ten other stockholders own minority interest. Filed Aug. 17.

Columbia, S. C.—Palmetto Radio Corp., Ch. 10 (192-198 mc), 24.5 kw visual, 12.25 kw aural, antenna 603 feet. Estimated cost $208,849; operating cost $100-125,000; revenue $95-120,000. Applicant is licensee of WNOK Columbia, S. C. Filed Aug. 23.

Chicago, Ill.—Chicago Federation of Labor, Ch. 11 (198-204 mc), 32.4 kw visual, 16.2 kw aural, antenna 611.1 feet. Estimated cost $292,500; operating cost $340,000; revenue $500,000. Applicant is licensee of WCFL Chicago. Filed Aug. 22.

EXPERIMENTAL TV

Near Summit Station, Pa.—Eastern Radio Corp. asks for 717.25 mc 12 kw visual, 721.75 mc 6 kw aural, with emission A-5 visual and F-3 aural. Estimated cost $500,000. Applicant is licensee of WHUM Reading, Pa. Filed Aug. 22.

TRANSFER REQUESTS

WHLN Harlan, Ky., and WNVA Norton, Va.—Acquisition of negative control Blanfox Radio Co. Inc., licensee, by Jack T. Helms and R. B. Helms through issuance of four shares (6.25% interest) to J. T. Helms as payment for $2,001.90 obligation. This gives 50% to the Helms brothers. J. Francke Fox Jr. and O. R. Galliher Jr. now own 43.75% and 6.25% respectively. Filed Aug. 17.

KSEL Lubbock, Tex.—Acquisition of control Lubbock Bcstg. Co., licensee, by Walter G. Russell through purchase of 28% interest from B. C. Garnett and Betty K. S. Garnett for $56,000. Mr. Russell is present owner of 4,435.2 shares and will own 9,609.6 shares after transfer, out of total of 18,480 shares. Filed Aug. 17.

KVOB Alexandria, La.—Assignment of license from Central Louisiana Bcstg. Corp. to Dudley J. LeBlanc for $58,000. Mr. LeBlanc is president of the LeBlanc Corp. (Hadacol). Filed Aug. 21.

KWIN Ashland, Ore.—Transfer of control Rogue Valley Bcstg. Co. Inc., licensee, from M. S. Hamaker and H. H. Hild to Leslie V. Bahr and James A. Strickland through sale of 257 shares for $25,000. Mr. Bahr is office manager Coos Curry Electric Cooperative, Coquille, Ore. Mr. Strickland is combination operator-announcer at KOOS Coos Bay, Ore. and owns Communications Maintenance Co., repairer of two-way industrial radios. Filed Aug. 21.

WBEL Beloit, Wis.—Relinquishment of control Beloit Bcstrs. Inc. by Lloyd Burlingham through transfer of ½ interest to L. O. Fitzgibbons, present station manager, for $13,333.33. Filed Aug. 21.

KDLK Del Rio, Tex.—Assignment of license from old partnership to James A. Clements and Richard Higgins d/b as Del Rio Bcstg. Co. Interest of former partner Joe H. Torbett is transferred to other two for assumption of obligations. Filed Aug. 23.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 23, FM 52, TV 0. New deletions, effective dates, and reasons follow.

WTOM Bloomington, Ind.—Fred O. Grimwood, license, Aug. 5. Inability of licensee to sell station.

WPOR Portland, Me.—Oliver Bcstg. Corp., license, Aug. 1. Purchase of WMTW Portland.

WCOH-FM Newnan, Ga.—Newnan Bcstg. Co., construction permit, Aug. 16. Applicant's request.

Rate Cut Resentment

(Continued from page 91)

around the world, all tied to the daily work of Archie, a fictional radio time salesman.

After explaining that the average time salesman's call costs $18.12, Mr. Gramling called for more attention to news programming. He said more people listen to news than to any other type of program, with 15% of the average station's time devoted to news. He urged use of fixed periods for newscasts. The slide film was previewed in Washington last July.

Registration at the Roanoke meeting included:

Philip P. Allen, WLVA Lynchburg; Edward A. Allen, WLVA Lynchburg; Frederick L. Allman, WSVA Harrisonburg; Ed M. Anderson, WBBO Forest City; Mr. and Mrs. Campbell Arnoux, WTAR Norfolk; Vassie G. Balkcum, WGBR Goldsboro; Charles A. Ballou, WDBJ Roanoke; J. Frank Beatty, BROADCASTING • TELECASTING, Washington, D. C.; Mr. and Mrs. Sterling B. Beeson, Headley-Reed; Charles P. Blackley, WTON Staunton; Max M. Blakemore, WRIC Richlands; Douglass M. Bradham, WTMA Charleston; Harrol A. Brauer Jr., WVEC Hampton; W. Ennis Bray, WESC Greenville; Thad Brown, NARTB Washington, D. C.; Walter Brown, WORD Spartanburg; Tom Buckley, WAAA Winston-Salem; Jack Burney WSJS Winston-Salem; Mr. and Mrs. Keith Byerly, WBT & WBTV Charlotte; Joel F. Carlson, WTAR Norfolk; T. M. Carruthers, WINA Charlottesville; Jimmy Coleman, WREL Lexington; Mr. and Mrs. Ward A. Coleman, WENC Whiteville; Bruce Collier, LBS Dallas; Mrs. Lee Corn, WPUV Pulaski; Douglas L. Craddock, WLOE Leaksville.

Mr. and Mrs. Bernard M. Dabney, WCBT Roanoke Rapids; J. R. Dalrymple WEWO Laurinburg; R. P. Doherty, NARTB Washington, D. C.; Nat Donato, McGregor, New York; Mr. and Mrs. John M. Dunnagan, LBS Washington; Mr. and Mrs. Law Epps, WCOS Columbia; R. T. Eskew, UP Atlanta; Samuel E. Feldman, ASCAP Baltimore; Harold E. Fellows, NARTB Washington; Mr. and Mrs. Horace Fitzpatrick, WSLS Roanoke; E. J. Fitzsimmons, Weed & Co., New York.

Charles Freeman, WINA Charlottesville; Ray A. Furr, WIST Charlotte; Arthur M. Gates Jr., WYVE Wytheville; Mr. and Mrs. Henry A. Gillespie, Thesaurus, Atlanta; E. J. Gluck, WSOC Charlotte; Mr. and Mrs. W. H. Goan, WAYS Charlotte; Lester L. Gould, WJNC Jacksonville; Oliver Gramling, AP New York.

James A. Hagan, WWNC Asheville; Jack Hardesty, NARTB Washington, D. C.; Ralph W. Hardy, NARTB Washington, D. C.; John Harkrader, WDBJ Roanoke; Earl Harper, WSSV Petersburg; R. B. Harrington, WSVA Harrisonburg; M. B. Henson, WREL Lexington; Mr. and Mrs. J. W. Hicks, WCOS Columbia; Bill Holland, WNVA Norton; Josh L. Horne, WFMA Rocky Mount; Cecil Hoskins, WWNC Asheville; Barron Howard, WRVA Richmond; Dick Johnson, WSVA Harrisonburg; Nancy M. Johnson, WCFV Clifton Forge; E. Z. Jones, WBBB Burlington; Ray P. Jordan, WDBJ Roanoke.

Bob Keller, Keller, Inc. New York; Earl M. Key, WKEY Covington; Mrs. Carla B. Keys, WFLO Farmville; N. W. Kidd, WAYB Waynesboro; Edgar Kobak, BAB New York; Mr. and Mrs. Frank E. Koehler; WROV Roanoke; Frank S. Lambeth, WMFR High Point; C. O. Langlois Jr., Lang-Worth New York; Mr. and Mrs. John D. Langlois, Lang-Worth New York; Mr. and Mrs. Dick Lawrence, World, New York; Wm. R. McAndrew, WRC-WNBW Washington, D. C.; Chuck Maillet, WFLO Farmville; Leonard H. Marks, Cohn & Marks, Washington, D. C.; Mr. and Mrs. C. Wallace Martin, WMSC Columbia; Richard H. Mason, WPTF Raleigh; Charles D. Melton, WSIC Statesville; Florence J. Mitchell, NARTB Washington, D. C.; Mr. and Mrs. James H. Moore, WSLS Roanoke; R. H. Morris, WSOC Charlotte; Ray L. Moss, WSSV Petersburg; Charles B. Parham, WORD Spartanburg; Mr. and Mrs. T. H. Peterson, WRRF Washington, N. C.; L. H. Peterson, WSSV Petersburg; Mr. and Mrs. Emerson J. Pryor, WDVA Danville; Mr. and Mrs. Glenn Ramsey, SESAC New York; C. Robert Ray, WBUY Lexington; Paul E. Reynolds, WDBJ Roanoke; Robert K. Richards, NARTB Washington, D. C.; O. Wayne Rollins, WRAD Radford.

Mr. and Mrs. Charles E. Seebeck, WTON Staunton; Harry B. Shaw, WSJS Winston-Salem; W. H. Siler, WRAD Radford; Gene Sink, WAAA Winston-Salem; Douglas Smith, WRIC Richlands; Edmond H. Smith Jr., WIRC Hickory; R. H. Smith, WCYB Bristol; Ken Sparnon, BMI New York; Frank M. Stearns, AP Washington, D. C.; Wally Stone, Standard, Atlanta; Bill Stubblefield, Associated, New York; Henry E. Sullivan, WCOG Greensboro; Mr. and Mrs. E. W. Sweatman, Headley-Reed, Atlanta; Mr. and Mrs. Sol Taishoff, BROADCASTING • TELECASTING, Washington, D. C.; Charles H. Tower, NARTB Washington, D. C.; William K. Treynor, NARTB Washington, D. C.; Mr. and Mrs. George S. Walston, WRRF Washington, N. C.; Melvin J. Warner, WCEC Rocky Mount, N. C.; Joe Webb, WRIC Richlands; Jack Weldon, WWOD Lynchburg; E. S. Whitlock, WRNL Richmond; Mr. and Mrs. R. C. Wolfenden, WMEV Marion; Freeland Ward, WHED Washington, N. C.; R. W. Youngsteadt, WPTF Raleigh; Mr. and Mrs. Jack S. Younts, WEEB Southern Pines.

Standard Oil Spots

STANDARD Oil of Ohio will feature Ben Grauer, NBC commentator, in a series of six recorded commercials for a campaign to launch its new motor oil—HQD. Commercials are scheduled for stations throughout Ohio.

FCC Actions

(Continued from page 87)

August 23 Decisions . . .

ACCEPTED FOR FILING

Modification of License

KIFW Sitka, Alaska—Mod. lic. to change hours operation from unl. to specific hours.

License Renewal

Following stations request renewal of license: KREL Baytown, Tex.; WFJS (FM) Freeport, Ill.; WBOW-FM Terre Haute, Ind.

APPLICATION RETURNED

KROP Brawley, Calif.—RETURNED application for license renewal.

RADIO'S LOW COST Reiterated at Va. Meet

RADIO'S permanent place among advertising media may be altered somewhat by television but it will continue to provide the lowest-cost access to the American public, NARTB President Harold E. Fellows told members of the Virginia Assn. of Broadcasters Wednesday.

Making his first public appearance since assuming the presidency last June, Mr. Fellows declared "nothing can influence the public as fast and as inexpensively as broadcasting." He spoke at the BMI program clinic held by VAB at the Hotel Roanoke, Roanoke, Va.

In taking the premise that no other medium can match radio's claim to quick, intimate and low-cost influencing of the citizenry, Mr. Fellows' drew from the audience a series of questions about radio's future in the face of TV's rapid growth.

"TV scares you when it first comes," he said, tackling the questions head-on. "It forces you to do a better job. Not all stations will be able to maintain their present level but in many cases broadcasters have increased their profits as television developed in their markets.

"When TV moves in and takes some of your audience, you must scale your operations accordingly."

Mr. Fellows suggested use of fan mail for promotional announcements. He said integration of audience letters into station and program promotional announcements would draw a pyramiding response from listeners.

New Perspective Cited

NARTB's president said that absence from a radio station for the first time in more than a score of years had given him a new and objective perspective. The real job in radio, he said, "is to determine what potential audience belongs to you and then direct your service to it." In offering a formula to broadcasters, he urged them "to stake their claim" and then devote themselves to this claim and stick to it. "Set up advertising rates justified by the audience you reach," he advised.

Mr. Fellows said he believed radio "is one of the best businesses in the world. You'll never completely displace radio by television." He reminded that he had operated a radio station (WEEI Boston) in a "red-hot television market" for three years. Radio stations are referred to by call letters, he declared, in emphasizing its close contact with the public, whereas viewers often identify TV stations by channel numbers.

"Radio is a grand business from an economic standpoint," Mr. Fellows said. In 1949 a third of broadcast stations lost money as the television industry was getting under way whereas fewer than a fourth lost money in 1950.

"The grass roots of American broadcasting is not in New York. It's found in the individual stations that do the local job and make possible the big network programs.

"The networks aren't forsaking the radio business. They're working hard behind the scenes. Don't be overwhelmed by what you see on Madison Ave. or Fifth Ave.

"Anyone who tells you TV doesn't encroach on radio is cockeyed, and anyone who says TV doesn't encroach on other media is even more cockeyed. Within five years television will be many times larger than radio from a dollars-and-cents standpoint. It will require many times as much income to support a TV system in this country. You must recognize how big your business is and operate accordingly."

45th BMI Clinic

The BMI clinic was the 45th of a nationwide series held during the last 2½ years. Charles P. Blackley, WTON Staunton, presided as VAB president. Ken Sparnon, BMI field representative, was clinic chairman.

Speaking at the luncheon, BMI President Carl Haverlin cited the increasing public interest in serious music, commenting that as many people pay to hear concert artists as pay to see baseball games. He outlined plans for BMI's plan for a series of state association awards to young composers.

Other speakers included Glenn Dolberg, BMI station relations director, "Your Music Library"; Harry McTigue, president and general manager of WINN Louisville, "Your Product Is Programs"; Eric F. Lund, rural service director, WLVA Lynchburg, "Building and Holding the Rural Audience"; Robert J. Burton, BMI vice president, "History and Application of Copyright Law"; Robert H. Smith, WCYB Bristol, Va., president and general manager and VAB secretary-treasurer, "Building Shows of Network Caliber from Off the Record"; Dave Baylor, vice president and general manager of WJMO Cleveland, "The Patient Survived"; Wendell H. Siler, news director and commercial manager, WRAD Radford, Va., "Are You Making the Most of Local News"; Sam Carey, program service manager, WRVA Richmond, "The Three I's—Imagination, Initiative and Intelligence."

RED INROADS

Again Charged by Hoover

CHARGE that many of the 115 "known or suspected Communist-front" organizations now under scrutiny by the FBI have "infiltrated" radio, television, motion pictures and other media has been reiterated by FBI Director J. Edgar Hoover on Capitol Hill.

In testimony before a Senate Appropriations subcommittee, released early last week, Mr. Hoover noted that the task of the bureau has been "complicated considerably" as the Communist movement has gone underground.

The FBI chief also reported that the Communists "have carried on considerable agitation designed to bring about slow-downs, work stoppages, and inspire strikes." Estimating that about 50% of Communist Party members are members of labor unions, Mr. Hoover cited the United Electrical, Radio, and Machine Workers of America as a notable example.

"This union's members are employed in the electrical-manufacturing industry, which, of course, is vital to the national defense of the United States," Mr. Hoover asserted. UE was expelled from the CIO for its alleged Communist policies.

SPEAKERS AT Virginia Assn. of Broadcasters BMI Clinic Wednesday at Roanoke included (seated, l to r): Wendell Siler, WRAD Radford; Sam Carey, WRVA Richmond; Carl Haverlin, BMI president. Standing, Robert H. Smith, WCYB Bristol, VAB secretary-treasurer; Eric Lund, WLVA Lynchburg; Charles P. Blackley, WTON Staunton, VAB president.

Radio Fact Sheet

WNJR Newark has initiated for distribution to advertisers and agencies, a weekly Radio Fact Sheet, which according to General Manager Harry D. Goodwin, "will point up radio's vigor, sales performance and prospects." Initial three-page issue quotes articles about radio's continued upsurge from BROADCASTING • TELECASTING and other radio publications.

FM TEST PLAN

Endorsed at Roanoke Meet

EXPERIMENTAL plan for cooperation of NARTB and Radio-Television Mfrs. Assn. in an FM test markets project was unanimously endorsed by a workshop group of NARTB District 4 FM broadcasters at a meeting held Wednesday night at Roanoke, Va. The test markets project was conceived last Monday at a Washington meeting of NARTB and RTMA officers. Skeleton outline of the project was laid before the Wednesday night workshop session.

Harold E. Fellows, NARTB president, sounded the keynote of the session, explaining the need for development of a plan that would bring cooperation among stations, manufacturers, distributors and dealers. He said manufacturers had indicated their desire to cooperate if a suitable plan is developed.

At this stage it appeared that NARTB members and the headquarters staff were ready to take part in a study that would show FM's achievements and its potentialities. At the same time it was believed RTMA would cooperate.

FM station operators who took part in the meeting let down their hair and freely criticized each other as they sought a solution to FM's obvious problems.

A high spot of the session was announcement by Mr. Fellows of survey results showing amount of time FM stations are on the air. He explained he was presenting the figures on behalf of Ben Strouse, WWDC-FM Washington, who could not attend because of illness. Mr. Strouse is chairman of NARTB's FM Committee.

The survey showed that 27% of stations answering a questionnaire sent out by Dr. Kenneth H. Baker, NARTB research director, reported they operated 18 or more hours a day; 41% operated 12 to 17 hours, and 32% operated 6 to 11 hours. Highlight of the survey, it was explained, was the revelation that 21% of reporting stations were programming separately on their FM stations 90% to 100% of the time. Several of the 21% are edutional stations. Eighteen percent of stations program separately from 20% to 89% of the time and 9% program separately 10% to 19% of the time.

...at deadline

TRUMAN BOND SALE SPEECH FROM WEST COAST

PRESIDENT HARRY TRUMAN will launch the annual defense bond drive with a 4-minute radio speech from San Francisco to be carried by all major networks, Monday, Sept. 3. NBC, CBS and Mutual, operating through a pool, will carry the speech and preceding activity from 10:30-11 p.m., EDT. ABC will take to the air from 10:50-11:15 p.m.

The President, whose address the following day at the opening of the Japanese peace treaty conference will be broadcast as well as telecast coast-to-coast [BROADCASTING • TELECASTING, Aug. 20] will be introduced by Sec. of the Treasury John W. Snyder, speaking from Grand Rapids, Mich. Gen. J. Lawton Collins, Army chief of staff; Gen. Clifton B. Cates, commandant of the Marines; and Gen. Hoyt S. Vandenberg, chief of staff for the Air Forces, will also be heard (earlier story, page 70).

LIBERTY, INDIE CHANGES

JOHN KOSTE, president of Indie Sales Inc., N. Y. (station representative), has been appointed director of national sales for Liberty Bcstg. System, the network announced last week. Mr. Koste will make his headquarters in New York. Oscar P. Lutz, personnel manager of Maxwell House Division, of General Foods Corp., has been appointed vice president and general manager of Indie sales, and Eugene C. Lipt, former timebuyer for Kenyon & Eckhardt, N. Y., named vice president.

KOME SALE ANNOUNCED

SALE of KOME Tulsa to John Brown U. was made public Friday. KOME, Mutual affiliate, is on 1300 kc with 5 kw (1 kw N-DA), was founded in 1938 by Harry Schwartz, former Tulsa AFL leader. John Brown U. owns KUOA-AM-FM Siloam Springs, Ark., and KGER Long Beach. John I. Myerson will continue as general manager of KOME. Sale price was not disclosed, but transaction involves long-term lease on KOME building. Station will remain commercial.

BREAKS SALES OPPOSED

(Continued from page 4)

President Harold E. Fellows; pledged cooperation to nation in preservation of freedoms; lauded Roanoke stations and Hotel Roanoke for convention arrangements; paid tribute to work of Harold Essex, WSJS Winston-Salem, N. C., district 4 director; commended Broadcast Advertising Bureau under President William B. Ryan and urged BMI to continue series of station clinics.

In unanimously opposing Benton measures, delegates said reports of advisory board would resemble "infamous Blue Book" and amount to "virtual directives" to guide FCC in issuing grants and renewals.

NARTB portion of Roanoke meeting closed Friday noon with BAB putting on Friday afternoon sales program (story page 23).

Total registration for Roanoke meeting was 147. Next year's district meeting to be held Sept. 11-12.

FIRST 15 TELEVISION PROGRAMS ARE RATED

POPULARITY ratings—based on first two weeks of August—of the first 15 television programs were released Friday from the "Hooperatings Pocketpiece." List is for sponsored network programs only:

1.	*Toast of the Town*	28.5
2.	*Westinghouse Summer Theatre*	24.1
3.	*What's My Line*	23.1
4.	*Philco TV Playhouse*	22.7
5.	*Celebrity Time*	22.7
6.	*Fireside Arena Theatre*	22.5
7.	*Godfrey's Talent Scouts*	22.2
8.	*Man Against Crime*	22.1
9.	*Original Amateur Hour*	21.9
10.	*Godfrey's Friends*	21.8
11.	*Somerset Maugham*	21.3
12.	*Amos 'n' Andy*	21.1
13.	*Kraft TV Theatre*	21.0
14.	*Racket Squad*	20.3
15.	*Suspense*	19.9

KTSL (TV) POWER INCREASE

MOVE to Mt. Wilson with higher power was finally granted KTSL (TV), CBS-owned Los Angeles outlet by FCC Friday. Move was held up for months because of FCC contention partial construction completed by previous owner Don Lee violated rules. At cost of $130,569—about $70,000 more than its engineers considered necessary—CBS will move tower and erect new antenna, move transmitter to new location in transmitter building and install wiring, lay transmission lines to new tower location, erect microwave and other equipment. CBS hopes to have Channel 2 operation going by Dec. 1, estimates 2,837-ft. antenna height above average terrain and 25 kw radiated power (from previous 9.3 on Mt. Lee) will expand coverage three-fold. Comr. Jones dissented from grant.

RADIO 'INDISPENSABLE'

RADIO still packs a mightly wallop in TV areas, according to a brochure just released by NBC which reports that NBC-Radio delivers more than 19.4 million radio-only homes in TV areas, compared to 5.8 million in non-TV areas. This three-to-one ratio, plus the fact that 10% of TV homes have a radio in use at any given minute during the evening hours, show conclusively that "radio located in television areas is indispensable to any national advertising campaign," NBC stated.

WIRE SERVICE RATES UP

RADIO stations will pay more for Western Union baseball and sports service, following FCC preliminary grant of general rate increases Friday. Baseball service will be based on distance between subscriber station and place game is being played, will range from $25 in first zone to $50 in eighth and ninth zones. Rate for double-headers will range from $40 to $85 respectively. Border-state games will be uniformly increased by $5 per game.

Closed Circuit

(Continued from page 4)

Rubicam, New York, is agency.

RADIO-TV industry employes who would be affected by any new Wage Stabilization Board order lifting wage freeze, needn't get excited. Although advisory panel has come through with split recommendation (see story, page 81), board has plenty to handle right now including a change in its membership. Insiders see no expediting of decision in near future.

U. S. INDUSTRIAL CHEMICAL CO. (Super Pyro anti-freeze), New York, placing spot announcement radio schedule using 39 stations starting on staggered schedule with first market effective Sept. 1. Firm also using several TV markets for test of its permanent anti-freeze. Geyer-Newell-Ganger, New York, is agency.

AMAZO INSTANT DESSERT, New York, through Kenyon & Eckhardt, looking for availabilities on women's daytime programs.

RADIO Correspondents Assn. circulating letter to membership in connection with utilization of their services by government agencies. Letter asks members to report outside assignments to association for posting in radio galleries, similar to practice of press media. Issued raised by Rep. William S. Hill (R-Col.) in floor attack on commentators last month.

ABC, NBC SIGN WITH RTDG

ABC and NBC, Chicago (WENR-TV and WNBQ), and Radio-Television Directors Guild agreed late Thursday to terms of first contract, but signing postponed until return to city of network lawyers. Contract, slated to run two years and be retroactive to July 1, provides minimum wage scales of $450 monthly for director employed from 0 to 6 months, $500 from 6 to 12 months and $550 from 12 months to two years; associate directors, for same time period, to get $325, $375 and $400, and directorial assistants (at ABC only) $250, $275 and $300. Terms also provide for 10% increase for present employes or minimum scale, whichever is higher. RTDG negotiations handled by Pres. Alan Fishburn and Attorney Sanford Wolff. WBKB (CBS) agreement has been completed.

KFXD POWER INCREASE

INCREASE IN POWER from 1 kw to 5 kw (DA) for KFXD Nampa, Idaho, was recommended with engineering conditions by FCC Hearing Examiner Leo Resnick Friday in initial decision. KFXD operates on 580 kc. Denied was request of KOPR Butte, Mont., to change from 550 kc to 580 kc 5 kw (1 kw-N-DA).

FC&B VICE PRESIDENTS

FOLLOWING ACCOUNT supervisors have been elected vice presidents of Foote, Cone & Belding, Chicago: A. J. Becker, W. R. Forrest, Carl C. Hertzberg, Hugh L. Lucas, Carl M. Post, and J. W. Switzer Jr. R. C. Beaumont, account supervisor in San Francisco office, also named vice president.

NEW NBC AFFILIATE

NBC is expected to announce affiliation of WBML Macon, Ga., this week. WBML, on 1240 kc with 250w, is owned by Middle Ga. Bcstg. Co., of which E. D. Black is president.

"IN THE HEART OF AMERICA . . .

It's

KANSAS CITY—

"Back in Business"

and it's

"Wholehearted"

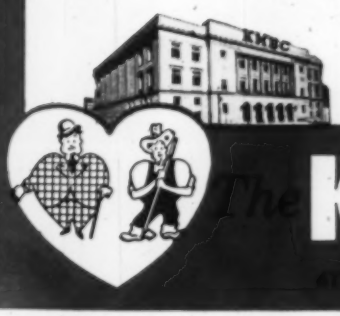
The above picture was taken August 14, 1951.
A month earlier, July 14, this area was under 14 to 18 feet of water.

Midwesterners are noted for their wholehearted determination. And because of this determination, Greater Kansas City and the entire recently flooded sections of Kansas and Missouri are "Back in Business"!

Kansas City is entitled to a mighty salute—not only for its quick return to normal, but for the manner in which flood control legislation is being enacted to prevent a recurrence of flooding in the heart of America. That same determination and cooperation will see all partially completed projects to a finish and the necessary new water control systems built without delay.

Hats off to Kansas City and the Midwest! Standing in the midst of this spirit, The KMBC-KFRM Team can see only one ultimate result—a BIGGER AND BETTER KANSAS CITY!

Represented nationally by Free & Peters, Inc.



TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The KMBC-KFRM Team

4TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY